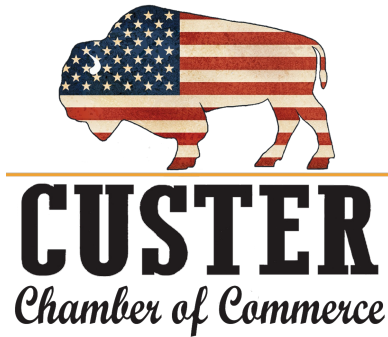


# Buffalo Bytes



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



What in the World Does a  
Chamber of Commerce Do?

If you walked into a crowded room and asked the question in the title of this article, what would you expect to hear?

The chamber of commerce is like the government, right?

No, it keeps track of business complaints.

No, they're like greeters for the community. Like the Welcome Wagon.

They're a country club for businesspeople.

They're the people with the big scissors.

Right?

While we can see why people would say all these things about the chamber, none of those comments are exactly right. And if you've ever been a member of a chamber of commerce in another town, that doesn't mean your experience there will be anything like the one you would have with your next chamber. There are a lot of misconceptions about chambers but we're here to set the record straight and help you understand exactly what they can do for your business' and your professional growth.

## 15 Common Chamber Misconceptions

There's often some confusion around what a chamber does. That's likely because the chamber has evolved a lot over the past decades.

How many of these popular misconceptions did you think were true about the chamber?

1. **The chamber is part of the government.** It has no affiliation with any government agencies or elected leaders. The chamber may work closely with these groups, but they are not government funded and they are not a government program.
2. **The chamber is for business complaints.** It may hear a lot of them and may do its best to mediate the complaints if they involve waring members, but the chamber does not track business complaints in the same way the Better Business Bureau and the Attorney General do.
3. **The chamber is the Welcome Wagon.** The chamber is very welcoming, so it makes sense that people think it is the town greeter. But that's not a title it holds officially (and another business owns that name).
4. **The chamber is a business country club or business fraternity.** They both are dues organizations, but the similarities end there. Chamber membership is a great investment in your business. It's an organization that advocates for you and helps you grow professionally, in addition to being a great place to meet community-minded people.
5. **The chamber has big scissors.** Okay, this one is true but it's not all they do. The chamber hosts ribbon cuttings and so much more.
6. **The chamber is only for big businesses:** Chambers support businesses of all sizes, including startups and small enterprises. Their goal is to foster a diverse and thriving business community.
7. **The chamber is all about networking:** While networking is a significant component of what most chambers offer (because it's what many members are looking for when they join), chambers offer much more than just social gatherings. They provide resources, advocacy, educational opportunities, and community engagement initiatives to support businesses.
8. **The chamber only cares about local businesses:** Chambers provide resources that can benefit businesses with local and global reach, such as international trade support and market insights. National chains, franchises, start-ups, long-standing businesses, and everything in between are welcome.
9. **The chamber is all about the membership fees:** Some may think chambers exist solely to collect membership fees. While dues contribute to funding activities, chambers are committed to delivering value that surpasses the cost of membership through various services, programs, and benefits. They also advocate on behalf of the entire business community, whether the business is paying them to do so or not.

10. **The chamber is old-fashioned.** There is nothing old-fashioned about a successful economy. Some people underestimate the influence of chambers in shaping local policies and advocating for business friendly regulations.

underestimate the influence of chambers in shaping local policies and advocating for business-friendly regulations. Chambers leverage their collective voice to address issues that impact the business community's growth and success.

**11. The chamber is only for business owners:** It's not uncommon for professionals who work for companies to think that chambers are only meant for business owners or CEOs. However, chambers provide valuable resources and networking opportunities for employees at all levels, helping them enhance their skills and professional connections. Plus, if your employer is a member, you are a member and can attend all chamber events and programs.

**12. I'll join the chamber, attend a breakfast mixer, and increase my business revenue exponentially in the time it takes me to drink a cup of coffee.** Joining a chamber of commerce doesn't always result in instant financial gains. While networking and exposure opportunities can lead to business growth, the benefits chambers offer may have more long-term impacts, such as improved community relations, professional growth, and/or industry knowledge.

**13. Chamber membership is all the same.** Each chamber tailors its offerings to its specific community's needs. Chambers aren't part of a national chain. They don't offer the same services. The programs, events, and advocacy efforts of each chamber are customized to the local business environment.

**14. If I can't go to events, there's no point in joining.** Networking and event attendance can be fun but it's not the only benefit of membership.

**15. Chamber membership does nothing for E-Commerce or online businesses:** Many chambers actively support online businesses by offering digital marketing resources, e-commerce workshops, and guidance on navigating the virtual marketplace.

So how many of those things did you think were true that turned out not to be?

A chamber of commerce is a vibrant hub that brings the business community together. It's a membership organization composed of business professionals and entrepreneurs who collaborate to boost the economic and civic well-being of the community. Whether you're running a startup, leading a well-established enterprise, or just stepping into the business world, your local chamber is a partner in your success.

*[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 loves cream sauce but hates milk. The world is a complicated place.*

---

Twitter: [@christinagsmith](#)

Facebook: [@tellyourstorygetemtalking](#)

LinkedIn: [@christinagsmith](#)



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)

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Holly Vogess  
Information Associate  
[hvogess@custersd.com](mailto: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

Below, please find some valuable information about the program:  
Custer Cash works exactly like cash:

- Custer Cash is purchased at the Chamber in increments of \$5, \$10 and \$20.
- Participating businesses are listed on the back of each Custer Cash certificate.
- Participating businesses accept the Custer Cash certificates exactly like cash. **Change is given** if the full amount of the Custer Cash is not spent. (This is important because the customer paid the face value of the certificate) It is not to be used as an exchange for cash.
- Businesses bring the Custer Cash they have accepted to the Chamber and they are reimbursed for the full-face value of the Custer Cash brought in. Reimbursement is made on the 15<sup>th</sup> and 30<sup>th</sup> of each month. The Custer Cash certificates **must** be presented to the Chamber for reimbursement.

Custer Cash looks like this:





# CUSTER

Chamber of Commerce

*We are now accepting nominations of  
positive, enthusiastic and involved  
individuals for the  
Custer Area Chamber of Commerce  
Board of Directors*

If you would like to nominate an individual, please  
complete the Nomination Form attached below.

Printable Nomination Form

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

### September 14-16

Mickelson Trail Trek Attendees in Custer

### September 21

Chamber Mixer at Gold Pan Saloon

5pm-7pm

### October 26

Chamber Annual Dinner at the Custer State Park Barn

5:30pm-8:30pm

October 31

Merchants' Trick or Treat  
4pm-6pm

## WEEKLY HUMOR



## CHAMBER HAPPENINGS



# 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**

**February 15**      **September 19**

**March 21**      **November 21**

**May 16**      **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](mailto:info@custersd.com)**



WE'RE NOW ACCEPTING

# NOMINATIONS FOR MEMBERSHIP AWARDS



**Government Employee  
Community Team/Service  
Individual of the Year  
Lifetime Achievement  
Extra Mile  
Business of the Year**



**Nominations Due  
October 6, 2023**

**Awards Banquet  
October 26, 2023**

**Custer State Park Event Barn**

[Awards Nomination Form](#)



# 2023 Annual Chamber Membership Awards Banquet

## Sponsors Needed

Sponsoring this event is an opportunity to showcase your business and show your community support.

Your sponsorship will be announced during the banquet and printed on all published materials.

**Gold Sponsor~ \$300** includes 3 free meals

**Silver Sponsor~ \$200** includes 2 free meals

**Bronze Sponsor~ \$100** includes 1 free meal



If you are interested in being a sponsor, contact  
Dawn at [dmurray@custersd.com](mailto:dmurray@custersd.com) or 673-2244

***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!](#)



# 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

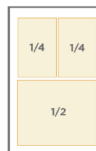
- 3,600+ yearly impressions
- 8 minute average read time
- 89% advertisement clicks
- 55% mobile device viewers

## 120+

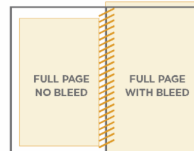
DISTRIBUTION LOCATIONS

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

## 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 1/8" 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](mailto: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

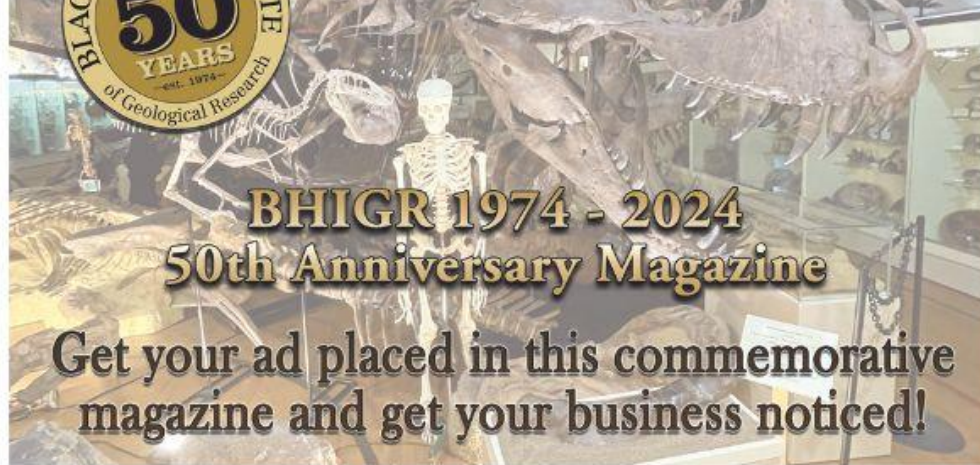
<b>1/4 PAGE</b>	1125	<b>FULL PAGE</b>	4005
<b>1/2 PAGE</b>	2250	<b>2 PAGE</b>	7255
		<b>COVER</b>	3850 (Inside Front Cover) 3850 (Inside Back Cover) 4700 (Back Cover)



EVERGREEN  
MEDIA

329 MAIN STREET • STE. 1 • RAPID CITY





## BHIGR 1974 - 2024 50th Anniversary Magazine

**Get your ad placed in this commemorative magazine and get your business noticed!**

The Black Hills Institute of Geological Research is celebrating 50 years with a commemorative magazine. This magazine will have regional distribution similar to our other publications, such as Down Country Roads Magazine and the extremely popular and well-received Black Hills Adventure Guide! Over 20,000 visitors a year explore BHIGR! Reserve your ad space today!

**Full Page Size**  
7.708" wide x 10.139" tall  
With bleed (8.875" wide x 11.305" tall)

**1/2 Page Size**  
7.708" wide x 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](mailto: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	\$1500
Half page ad	\$750
Quarter page ad	\$500
One eighth page ad	\$350

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

**DEADLINE: Dec. 1, 2023**

For Space Reservations, Call Kate Najacht at 605-440-1248  
or email Kate at [chroniclewriter2@gmail.com](mailto: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](mailto:jdean@custersd.com)



# Thank you

## for renewing your Chamber Membership

1. 1881 Courthouse Museum
2. Acupuncture 4 Health
3. Alpha Builders, LLC
4. American Family Insurance-Ronni Calvird Agency
5. Ameriprise Financial
6. Art Expressions of Custer
7. Baker's Bakery & Café Inc
8. Bear Country USA, Inc
9. Beaver Lake Campground
10. Beecher Rock Vehicle Storage
11. Black Hills Area Community Foundation
12. Black hills Burger & Bun Co
13. Black Hills Electric Cooperative, Inc
14. Black Hills Energy
15. Black Hills Federal Credit Union
16. Black Hills Playhouse
17. Black Hills Power Bikes Rentals & Boutique
18. Black Hills Reptile Gardens
19. Buffalo Ridge Camp Resort
20. Buglin' Bull
21. Busy Ewe Farm & Fiber
22. Chalet
23. Chamberlain McColley's Funeral Home
24. Chapel in the Hills
25. Chief Motel
26. Christy chamberlain & Bob Reich
27. City of Custer
28. Claw Antler and Hide, Inc
29. Coca-Cola Bottling Co
30. Common Cents
31. Craig Hindle Construction
32. Crazy Horse Memorial
33. Custer Ambulance Service, Inc
34. Custer Chiropractic, PC
35. Custer County Chronicle
36. Custer County Republicans
37. Custer Dental Studio
38. Custer Do It Best Hardware
39. Custer Golf Corp/Rocky Knolls Golf Course
40. Custer Heating and Air Conditioning, Inc
41. Custer Hospitality (Super 8, Econlodge, Best Western, Comfort Inn, Holiday Inn Express)
42. Custer Lutheran Fellowship
43. Custer Mt Rushmore KOA

44. Custer Rotary
45. Custer Senior Center
46. Custer State Farm
47. Dacotah Bank
48. Deep Creek Gallery
49. Diamond Spur Events Center
50. Diane's Custer Vacation Rentals
51. Double Diamond Ranch
52. Eagles Landing Lodge
53. Edward Jones- Mark Koch
54. Faith Lewis Real Estate Inc
55. Feel Good Hospitality (Bavarian Inn, Feel Good Café)
56. First Choice Lock and Key
57. First Interstate Bank
58. Floors and More Cleaning and Restoration
59. Fred & Wendy Hlava
60. Freedom Hills Wealth Management
61. Freeman's Electric service, Inc
62. French Creek Tree Fellers, LLC
63. George Mickelson Trail
64. Gold Camp Cabins LLC
65. Gold Pan
66. Golden West Telecommunications
67. Good Karma Jewelry
68. Green Owl Media & Photography
69. Grizzly Gulch Adventure Golf
70. Hidden Lake Campground
71. Highmark Credit Union
72. Hill's Inn
73. Hillside Handyman
74. Hounds Pugs and Hugs
75. Jackie Hartwick
76. JAM Heating and Cooling
77. Jenny's Floral
78. Jim Frank & Colleen Hennessy
79. John & Diana Carson
80. Jon G Gindhart, DC, PC
81. Jorgenson Log Homes Inc
82. K & S Stagecoach Stop
83. K2 Masonry & Concrete
84. Ketel Thorstenson, LLP
85. Kitchens by Karla
86. Lampert Properties
87. Lasting Impressions Unlimited Inc (LIU)
88. Laurie Arthur, Inc
89. Lee, Patti & Jim
90. LFC Veterinary Services
91. Life Weavings Expressions
92. Living Outreach Church
93. Lynn's Dakotamart, Inc
94. Maria's Mexican LLC
95. Mickelson Trail Affiliates, LLC
96. Miner's Cup
97. Mountainview Baptist Church

- 98. Murray Auto Repair LLC
- 99. Nelson's Oil and Gas
- 100. New Trails Ministry Inc
- 101. Nielsen Enterprises, LLC
- 102. NXTLAW PC
- 103. Operation Black Hills Cabins
- 104. Our Place
- 105. Our Redeemer Lutheran Church
- 106. Outlaw Ranch
- 107. Pine Rest Cabins
- 108. Pizza Mill
- 109. Pleasant Valley Farm & Cabins
- 110. Prairie Hills Transit
- 111. Premier Family Eyecare
- 112. Purple Pie Place
- 113. 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*)
- 114. Road Runner, Inc
- 115. Rock Solid
- 116. Rockin R Rides, Inc
- 117. Ronald McDonald House Charities
- 118. Rush Mountain Adventure Park
- 119. Rushmore Photo & Gifts, Inc
- 120. Sander Sanitation Service
- 121. Sentinel Federal Credit Union
- 122. Sew What?
- 123. Shady Rest Motel
- 124. Skogen Kitchen
- 125. South Dakota Outdoor Shop
- 126. Southern Hills Animal Clinic
- 127. Southern Hills Family Medicine
- 128. Southern Hills Tactical, LLC
- 129. Southern Hills Title, Inc
- 130. Spokane Creek Cabins & Camp
- 131. Sprockets Fun Foundry
- 132. Starr Insurance
- 133. Steele Collision and Glass
- 134. Steve and Yolanda Davis
- 135. Stockade Lake Cabins
- 136. Stone Décor and Supply
- 137. Sunshine Storage
- 138. Tanglewood Estate
- 139. Tennyson Investments
- 140. The Blind Guy of the Black Hills, LLC
- 141. Under Canvas, Inc
- 142. United Way of the Black Hills
- 143. US Flagpole Guy of the Black Hills
- 144. Valhalla Legal, PLLC
- 145. VFW Post 3442
- 146. Vineyard Black Hills
- 147. World Fossil Finders Museum
- 148. Xanterra, Mt Rushmore
- 149. YMCA of Custer



# 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

**CUSTER COUNTY  
COURTHOUSE ART**

# 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**

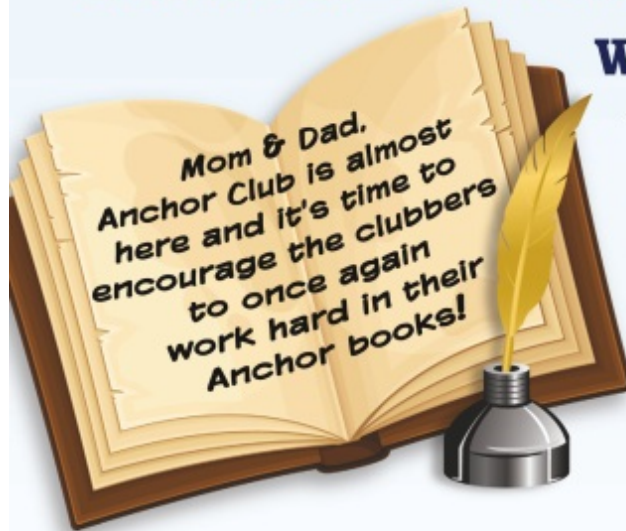


Mountainview  
**BAPTIST CHURCH**

**ANCHOR CLUB**

# ANCHOR CLUB

**BEGINS WEDNESDAY, SEPTEMBER 6, 2023**



## WHAT IS ANCHOR CLUB?

At Anchor Club, we learn from God's Word, while having fun...all at the same time!

Clubbers will be challenged to memorize, read, sing, and participate in the activities every week! Your children are invited to be a part of the Club!

**WHO?** K5 thru 6th grades

**WHEN?** Wednesday afternoons  
4:00 to 6:00pm

**We will provide a meal each night  
for the Anchor Clubbers.**

**FREE TRANSPORTATION AVAILABLE!**

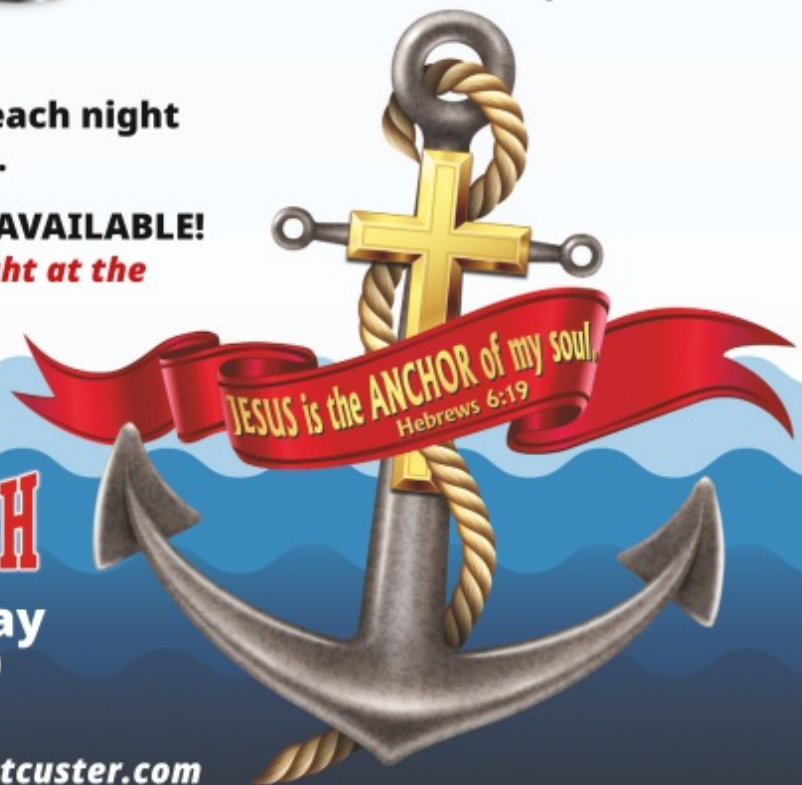
*We can pick up children right at the  
school, if desired.*

**Mountainview  
BAPTIST CHURCH**

**12230 Aviation Way**  
(next to the Custer airport)

**605-673-2498**

[www.mountainviewbaptistcuster.com](http://www.mountainviewbaptistcuster.com)



*Join us every Wednesday*



# for SPARK Kids!



Join us at **Custer Lutheran Fellowship** every Wednesday after school where we learn Bible stories, have fun activities, and delicious snacks.

***And there is no cost for this fun program!***

SPARK Kids will begin on **Wednesday, September 6<sup>th</sup>**. We will pick up your K-5<sup>th</sup> Grade children from school and take them to Custer Lutheran Fellowship for the program. You can then pick up your children at 5:00 PM, or you are welcome to stay for a meal at 5:15 PM.



Call the church office at 605-673-4691 or stop by to pick up a registration form. The form must be completed before your child begins the program. We are located at 12622 US Hwy 16A in Custer.



***Come join the fun!***

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



# JOIN US FOR A COMMUNITY PROJECT

.....  
**SEPTEMBER**  
**7<sup>TH</sup> 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**





# 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 1<sup>st</sup> 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](https://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 / Addie Camp General Store**

**23835 US-385, Hill City, SD 57745**

**SPM Food & Drinks • GPM Awards Presentation**

**RSVP to Sydney Tarrell: [starrell@wrbsc.com](mailto: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!





## **2 Day Advanced Defensive Pistol Class**

**Saturday Sept 16/ Sunday Sept 17th 2023**

You must pre-register for this class.  
Additional info will be sent out to you once you have registered  
For additional information or to register for the class you may

contact the instructor at [www.sodakian.com](http://www.sodakian.com)

Or contact us at 605-673-3222 or by e-mail at  
[southernhillstactical@gwtc.net](mailto:southernhillstactical@gwtc.net)



# **16<sup>th</sup> 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 1<sup>st</sup> 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  
**71<sup>st</sup> 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](https://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](https://goldenwest.com/annualmeeting).

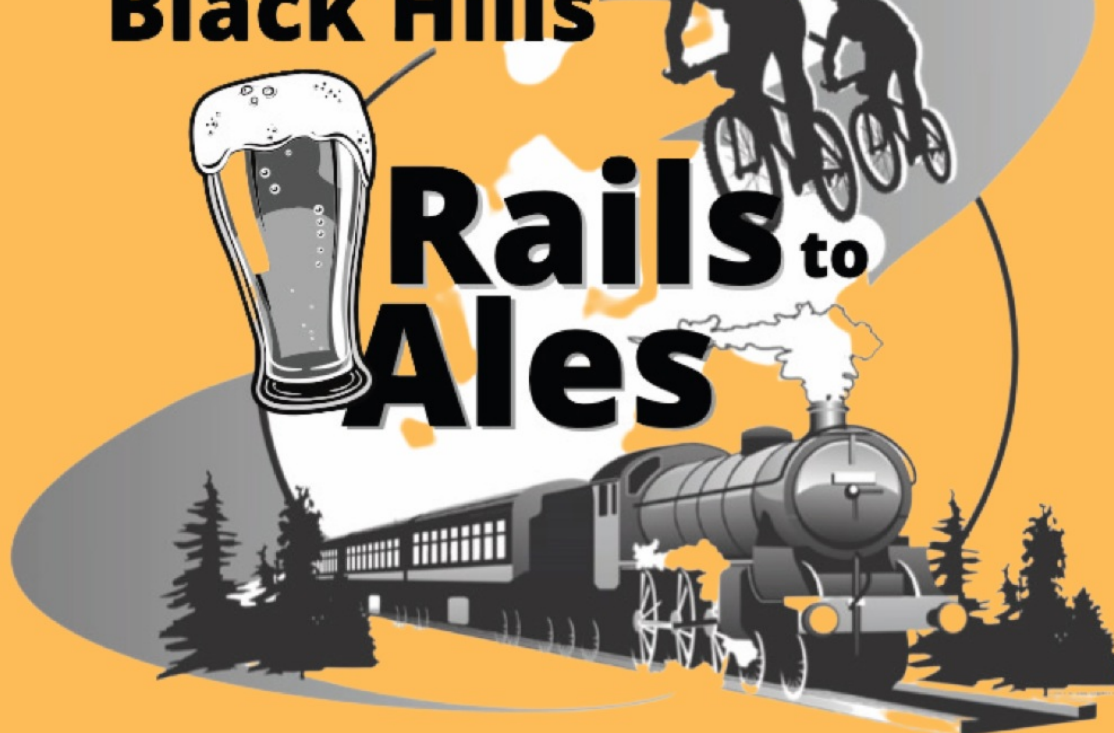


# September 23, 2023

## Black Hills



**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](http://MickelsonTrailAffiliates.com)**

## **Buffalo Roundup and Arts Festival**

**Annual Custer State Park Buffalo Roundup - September 28-30, 2023**



Watch cowboys and cowgirls as they roundup and drive the herd of approximately 1,300 buffalo. Not only is the roundup a spectacular sight to see, it is also a critical management tool in maintaining a strong and healthy herd.

The Buffalo Roundup will begin at 9:30 a.m. MT on September 29, with the parking lots opening at 6:15 a.m. Be sure to arrive early if you

want to pick your spot.



[View Roundup Brochure](#)

**YOU'RE INVITED!**

**SATURDAY, SEPTEMBER 30**  
**1:00-6:00PM**

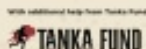
**MAŦPÍYA LÚTA**  
**(RED CLOUD INDIAN SCHOOL)**  
**100 MISSION DRIVE**  
**PINE RIDGE, SD**

honoring  
**THATHANKA  
OYATE**



Local funding for this event was provided by the Friends of Dr. Mark Butterbrodt.

Corporate funding for THE AMERICAN BUFFALO was provided by Bank of America. Major funding was provided by the Corporation for Public Broadcasting, and by The Better Angels Society and its following members: Margaret A. Cergil Foundation Fund of the Saint Paul & Minnesota Foundation, Diane and Hal Brerley, The Keith Campbell Foundation for the Environment, John and Catherine Debs, Kissick Family Foundation, Fred and Donna Seigel, Jacqueline Marx, John and Leslie McQuown, and Mr. and Mrs. Paul Tudor Jones. Funding was also provided by The Volgenau Foundation.



**MAŦPÍYA LÚTA**  
RED CLOUD



**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**



**Black Hills Central Railroad**

# 2023 Wine Express

September 9th, 2023 at 2:30 and 5:30 pm

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## 2023 Wine Express is One Week Away!

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**Tickets are still available for our 2023 Wine Express Special Event!**

*What better way to enjoy the beautiful Black Hills than riding an authentic steam engine while sipping local wines paired with tasty food courses!? The Wine Express is a truly unique experience that is one of our most popular events; book your tickets today!*

### **Saturday, September 9**

Live music by James Van Nuys will start at the Hill City station at 1:30 pm

The train departs Hill City station at 2:30 pm and 5:30 pm

### **Menu:**

- Course #1 Charcuterie Tray with seasonal chutney, infused olive oil, baguette bread and brie cheese
- Course #2 Antipasto with salami, provolone, olives and Italian vinaigrette
- Course #3 Cabernet Infused Brownie

Each course is served with a South Dakota-made Wine that is hand-selected by our caterer.

Please call or email our office with any questions or to book your tickets!

## Presenting Healthy Luncheon





## By Custer Rec. & Wellness & Custer Senior Center

@ 538 Mt Rushmore Rd 605-673-2708

# OCTOBER 12, 2023

## @ Noon \$10

Included with lunch:

A brief presentation on small steps  
towards a healthy lifestyle.

tickets on sale at the Senior Center

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**



**Showcasing the photography of  
Kimberly Nelson.  
THROUGH AUGUST 31, 2023  
Endorsed by Custer Area Arts Council**



## NEWS FROM THE STATE



FOR IMMEDIATE RELEASE: Wed., Sept. 6, 2023

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

### **2023 DMO MARKETING ASSISTANCE PROGRAM**

PIERRE, S.D. – Over the next four years, Travel South Dakota will distribute more than \$4 million to 30 destination marketing organizations to support tourism marketing efforts in the state.

In early 2023, Travel South Dakota announced a Destination Marketing Organization (DMO) Marketing Assistance Program available to communities across South Dakota. The program, funded through State and Local Fiscal Recovery Funds as part of the American Recovery Plan Act, is intended to reinvigorate and stimulate tourism and visitation to and within all cities and regions in South Dakota.

and within all cities and regions in South Dakota.

The program will provide funding for long-term strategic marketing efforts which span three to four years. Awarded funds will be distributed on an annual basis.

Travel South Dakota will distribute a total of \$4,272,515 to 30 DMOs over the next 4 years. Here is a breakdown of how those funds will be allocated

- Year One: \$1,142,072
- Year Two: \$1,084,410
- Year Three: \$1,026,935
- Year Four: \$1,019,098

“Effective marketing from South Dakota’s DMOs is a foundational element for creating a strong tourism industry in our state, which plays into a larger role of boosting South Dakota’s economy,” said James Hagen, Secretary of the South Dakota Department of Tourism. “We are very thankful to **Governor Kristi Noem** and South Dakota’s legislature for prioritizing the importance of these funds and working with Travel South Dakota to make them available to these communities.”

For more information on the 2023 DMO Marketing Assistance Program, please visit [sdvisit.com/covid-19/dmo-marketing-assistance-program](https://sdvisit.com/covid-19/dmo-marketing-assistance-program). If you would like to learn more about the DMOs awarded, all grant agreements are available on [Open.SD.gov](https://Open.SD.gov). For further questions, please reach out to a member of the Travel South Dakota Industry Outreach, Development & Research Team:

- The Black Hills & Badlands or Missouri River Tourism regions, please contact [Jacey Ellsworth](#).
- The Glacial Lakes & Prairies or Southeast South Dakota Tourism regions, please contact [Calvin Bloemendaal](#).

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.

& BADLANDS   
— ◆ —  
TOURISM ASSOCIATION

BLACK HILLS & BADLANDS TOURISM ASSOCIATION CONTINUES  
PUSH FOR FALL TRAVEL



BLACK HILLS, SD- Labor Day weekend marks an end to traveling season for many, but in the Black Hills and Badlands, it is a pivot point. Black Hills & Badlands Tourism Association (BH&B) is amid its fall marketing push and strives to attract more visitors during off-season travel times, with efforts to reach households driven by events and outdoor activities. 2022 travel data indicates that visitors come to the region in the fall months to experience parks and monuments, events, restaurants, and attractions.

“BH&B markets the region as a year-round destination, and fall is a great time to enjoy the Black Hills & Badlands because the temperatures are cooler, it’s less crowded, and the costs are often less,” says Michelle Thomson, President and CEO of Black Hills and Badlands Tourism Association. “Whether visitors are looking to take in one of our fall events and year-round attractions or enjoy amazing scenery and our world-class leaf-peeping, the area is chock-full of activities to enjoy throughout the season. “

Amenities including attractions, restaurants, lodging, and more which are open year-round often offer celebration and festival-specific events like the ‘Haunting’ event taking place throughout October at Rush Mountain Adventure Park and other participating businesses in Keystone. If visitors are looking to experience attractions away from the crowds of summer and are not planning to visit around a certain holiday, there are still several opportunities available.

“While many attractions close after Labor Day, many more remain open,” said Preston Gabel (MBA), COO & Business Manager for The Mammoth Site in Hot Springs, SD. “Visitors can usually find lower hotel and house rental rates to help them explore the Black Hills, as almost all museums and indoor attractions remain open. Watiki [Indoor Water Park] and Evans Plunge [are] open year-round, like The Mammoth Site, the Journey Museum [& Learning Center], the Black Hills Institute, and the SD Museum of Geology. Who doesn’t love museums and water parks?”

Businesses in the region depend on tourism in peak season, but also in the off-season too and continue to be ready to welcome travelers.

“Without Fall and Winter travel, we can’t continue to make improvements as we plan. We are still working on the fossils, so if we are here, the public is welcome to see all the changes we are making,” said Gabel.

In addition to attraction promotions, BH&B is working to emphasize the seasonal viewing of wildlife and fall foliage alongside the Fall Events Calendar, a publication in both print and digital to be used by locals and

travelers looking for events to attend when they book their getaway.

“As we kick off Labor Day and the end of summer travel, the region will start to see a lot of visitors arriving to take in our fall activities. Communities and businesses throughout the region celebrate the fall with their own twist on local festivals. With events like the Custer State Park Buffalo Roundup [and Arts Festival] and Crazy Horse Memorial® Volksmarch, visitors can experience some of what makes this area unique,” explained Thomson.

Tourists planning on traveling to the Black Hills and Badlands for leaf-peeping and wildlife viewing are cautioned to not approach bison, as it is currently rutting season. Additionally, drivers searching for leaf-peeping opportunities on all scenic routes including the Peter Norbeck Scenic Byway and Spearfish Canyon State Scenic Byway are encouraged to drive the speed limit, be cautious of other drivers on the road, and be prepared for wildlife crossings.

#### *About BH&B*

*Black Hills & Badlands Tourism Association is a private, nonprofit organization dedicated to acting as a unifying force to increase visitor numbers, trip duration and visitor sales for the economic benefit of its members and the communities they serve. For more information, call 605-355-3600 or visit [BlackHillsBadlands.com](http://BlackHillsBadlands.com).*

For Immediate Release: Tuesday, August 29, 2023

For More Information, Contact:

Michelle Thomson, President & CEO, Black Hills & Badlands Tourism Association,  
(605) 355-3600, [michelle@blackhillsbadlands.com](mailto:michelle@blackhillsbadlands.com)

Presston Gabel, COO & Business Manager, The Mammoth Site in Hot Springs, SD  
605-745-6017, [presstong@mammothsite.org](mailto:presstong@mammothsite.org)

## PRESS RELEASES





## Mount Rushmore National Memorial News Release

For Immediate Release – September 6, 2023

Contact: Earl Perez-Foust

Phone: (605) 574-3115

Email: [moru\\_information@nps.gov](mailto:moru_information@nps.gov)

Alt-text: A person with a yellow hard-hat scaffolds off of a large grey rock sculpture of a face approximately 60' tall.

### **Sculpture Preservation Continues with Annual Rock Block Monitor Calibration September 12 - 13**

**KEYSTONE, SD** — Beginning September 12, visitors may witness climbers repelling and ascending across the sculpture. This is due to an annual re-calibration of specialized equipment that monitors changes in the rock to anticipate damages due to environmental shifts in temperature and erosion. This information has been collected since 1996 through a contract with RESPEC Engineering out of Rapid City, South Dakota. With a three-dimensional map and continual monitoring, park staff can quickly identify any changes in the sculpture and implement any needed remediations.

Imagine that you wanted to display a work of art, but that artwork was permanently outdoors. That is the challenge facing park staff for the Mount Rushmore sculpture. The sculpture is exposed to blazing sun, lightning, rain, hail, snow, and temperatures that vary more than 100 degrees Fahrenheit (nearly 38 degrees Celsius) from season to season. How would you protect it? This seemingly impossible challenge that people have faced since sculpting began on Mount Rushmore in 1927. While the methods of accomplishing this task are evolving, the need for cooperation between experts in many fields has remained the same.

Today we know how the sculpture reacts to daily and seasonal temperature changes and can identify problems more easily than ever through modern scientific methods. No part of the sculpture has yet been damaged. Learn more about ongoing sculpture preservation on the [park webpage](#) dedicated to the topic.

For visit planning information, park operations, and to learn more, [visit the park website](#). Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

About the National Park Service: More than 20,000 National Park Service employees care for America's more than 400 national park units 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](http://www.nps.gov).

Earl Perez-Foust [@epfoust](#)



**Contact:** Mona Drolc

Board Member & Proud Mom of David  
The Ups of Downs Family Support Group

Direct: 605-786-5429

605-342-1358

[dmdrolc@gmail.com](mailto:dmdrolc@gmail.com)

[upsofdownsblackhills1@gmail.com](mailto:upsofdownsblackhills1@gmail.com)

**\*\*MEDIA ALERT\*\***

**2023 Down Syndrome Awareness Walk**

*Ups of Downs Family Support Group Fundraising Walk*

September 5, 2023

**WHO** Established in 2000 in Rapid City, the Ups of Downs Family Support Group provides support, education and social activities for families of children with Down syndrome. Together, we walk to celebrate the extraordinary lives of individuals with Down syndrome and raise funds to provide programs, support, resources, outreach and advocacy in our community.

**WHAT** The 2023 Down Syndrome Awareness Walk is a short 1-mile stroll starting and finishing throughout Founders Park.

In addition to the walk, there will be activities for the entire family! The cost for the walk is \$10 per person which includes registration, T-shirt, games, entertainment and refreshments. Entertainment will include:

- Central and Stevens High School Drum Lines.
- Central and Stevens High School Sideline Cheer Squads.
- Free photo booth, cornhole, giant checkers, giant Connect 4, Jenga.
- Dr. Tucker and Dr. Kudrna will provide balloon art.
- Orchard Meadows will be on hand with complimentary dental care items.
- Meet adorable adoptable dogs from Border Paws Dog Rescue.
- Check out law enforcement vehicles and meet officers from the Rapid City Police and Pennington County Sheriff's Office.
- Rapid City's own Charlie O' will be our event emcee.

**WHY** "We can show our community that individuals with Down syndrome are just like you and I and can do the same activities we do," said Mona Drolc, Board Member Ups of Downs Family Support Group. "It's about inclusion and we want people to know you can include an individual with Down syndrome or any disability in any activity that you do."

**WHEN** [Saturday, September 16, 2023](#)

11:00AM Registration opens.

Noon: Games, entertainment, activities start.

1:00PM Walk starts with activities continuing.

**WHERE** Founders Park  
1510 W. Omaha  
Rapid City

**FOR MORE**

Go to [www.upsofdowns.org](http://www.upsofdowns.org) or contact Mona at the numbers above.

**INFORMATION:**

Registration for the walk is now open and you can register on the day of

the event

also.



**Crazy Horse Memorial® First Ever 5K and 10K Fall Volksmarch  
October 1, 2023 – CUSTER, SD**

In coordination with the Custer State Park Buffalo Roundup and Arts Festival weekend, Crazy Horse Memorial® will be hosting the 11<sup>th</sup> Annual Fall Volksmarch, the most popular organized hike in the United States, on Sunday, October 1, 2023. New this fall will be the option of either a 5k or 10k hike. This family event is sponsored by the Black Hills Chapter of the American Volkssport Association (AVA) and hosted by Crazy Horse Memorial. Hikers will follow dirt trails and gravel roads up to the Crazy Horse Mountain Carving. The turn-around point is on the Arm of Crazy Horse directly in front of the nine-story-high Face, which was dedicated on June 3, 1998. Hikers will get an up-close view of the Carving, where work continues on the world's largest sculpture in progress.

In continued celebration of our 75th Anniversary and memory of the late Ruth Ziolkowski, admission to the Memorial for hikers will be waived with a donation of three canned food items for the KOTA Territory Care & Share Food Drive. Hike participants pay the American Volkssport Association's fee of \$3 per person, regardless of age. Regular admission still applies to non-participants. Parking is free, with courtesy shuttle buses operating between the outlying parking lots and the start-finish area.

Advance registration is not available; gates open at 6:00am and registration begins at 7:00am at the starting point in the Memorial's upper parking area, and ends at 1:00pm. The hike itself starts at 8:00am and all hikers must be off the trail by 4:00pm. There are no late starts. Water stations and port-a-potties will be located along the trail for

your convenience. A breakfast buffet will be available in Laughing Water Restaurant from 6:00am to 10:00am. For more information, please visit [www.crazyhorsememorial.org](http://www.crazyhorsememorial.org) and follow Crazy Horse Memorial on all social media and/or or contact Amanda Allcock at 605-673-4681 or email [Amanda.Allcock@crazyhorse.org](mailto:Amanda.Allcock@crazyhorse.org).

**About the Crazy Horse Memorial Foundation®**

The Mission of Crazy Horse Memorial Foundation is to protect and preserve the culture, tradition, and living heritage of the North American Indians. The Foundation fulfills its mission by continuing the progress on [CRAZY HORSE MEMORIAL®](#), the world's largest mountain sculpture; acting as a repository for Native American artifacts, arts and crafts through [THE INDIAN MUSEUM OF NORTH AMERICA®](#), and the Museum's Native American Educational & Cultural Center®; and by establishing and operating [THE INDIAN UNIVERSITY OF](#)

# Mount Rushmore National Memorial News Release

**For Immediate Release:** August 21, 2023

**Contact:** Earl Perez-Foust, [moru\\_information@nps.gov](mailto: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 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](https://www.nps.gov/social-science).

[www.nps.gov](https://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](https://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

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## Wind Cave National Park News Release

**Release Date:** August 21, 2023

**Contact:** Tom Farrell, [tom\\_farrell@nps.gov](mailto:tom_farrell@nps.gov), 605-745-1130

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

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 was had the second greatest effects, with \$4.6 billion in economic output nationally.

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](https://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](http://www.nps.gov/wica)

*About the National Park Service. More than 20,000 National Park Service employees care for America's 425 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](http://www.nps.gov), and on Facebook, Instagram, Twitter, and YouTube.*



**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](http://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](http://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](http://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](http://www.sdonecall.com) or [www.blackhillsenergy.com/safety](http://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](mailto: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](http://www.blackhillscorp.com) and [www.blackhillsenergy.com](http://www.blackhillsenergy.com).





## Custer Senior Center

September Schedule

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



Custer School District August Newsletter

## WEEKLY INSPIRATION





DO SOMETHING TODAY THAT  
YOUR FUTURE SELF WILL  
THANK YOU FOR.

## HELP WANTED

CUSTER SENIOR CENTER EMPLOYMENT OPPORTUNITIES  
CUSTER SOUTH DAKOTA

### 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](mailto: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](mailto: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.





You can apply online at <https://minerscup.com/job-application/>



# WE 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)

GOOD KARMA  
JEWELRY

Custer, SD

**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**

**DISH WASHER  
LINE COOKS  
SERVERS**

**Looking for a spring/summer  
Job? Come join our team!**



**Please apply in house: 308 Mt. Rushmore RD  
Custer**

Or By Phone: 605-981-9047

Requirements: Must have a Positive Attitude!

**VACANCY ANNOUNCEMENT**

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

**WHERE: CUSTER SENIOR CENTER**

**TITLE: CUSTODIAN**

**SCHEDULE: PART TIME**

**PAY: \$12.00 PER HOUR**

**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](#)