



Wall-Badlands Area Chamber of Commerce

501 Main Street
PO Box 527
Wall SD 57790
Phone: 605-279-2665
Fax: 605-279-2067

wallchamber@gwtc.net
www.wall-badlands.com

March 2020
Volume 20: Issue 3

Schedule of Events

March 1

VFW Bingo
2 PM, WCC

March 5

Wall City Council
6:30 PM, WCC

March 9

Chamber Luncheon
12 PM, Red Rock

March 11

Farmers Market
3:30 PM, Wall Mall

March 13 & 14

Quilt Weekend Getaway
WCC / Methodist Church

March 15

VFW Bingo
2 PM, WCC

March 16

Community Blood Drive
12 PM, Wall School

March 17

Chamber Board Mtg.
7 AM, WCC

March 17

Ambulance Dist. Annual Mtg.
6 PM, WCC

March 19

Wall City Council
6:30 PM, WCC

To list your event here, on the website, and on the radio please contact the Chamber office at 279-2665.

South Dakota AgriTourism

Agriculture and Tourism are South Dakota's top two industries and both are very important to the Wall area. Because of this, I was excited to attend a South Dakota AgriTourism Workshop February 20-21. The Workshop was hosted by the South Dakota Department of Tourism and the SDSU Extension. AgriTourism combines Agriculture and Tourism through activities that are carried out on a farm, ranch or agribusiness operation to welcome members of the general public to view or participate in agricultural activities for recreational, entertainment, or educational purposes.

Thursday at the workshop was a full day of gathering and learning. Some of the topics discussed were:

- **AGRITOURISM SPOTLIGHTS:** Wall-Badlands Area Chamber of Commerce Member Amy Kruse of Circle View Guest Ranch shared the story of just how Circle View Guest Ranch was started 20 years ago along with all the lessons they have learned along the way. Julie Ross from Good Roots Farm and Garden near Brookings shared how they offer a large barn and commercial kitchen for weddings and community events. Good Roots Farm and Garden also offers organic produce and walking/biking trails.
- **RESOURCES FOR BUSINESS PLANNING:** Peggy Schlechter from SDSU Extension provided business recourses such as a startup business plan and resources for developing an AgriTourism business.
- **MARKETING BASICS:** Kirk Hulstein, Jacey Ellsworth, and Calvin Bloemendaal gave a presentation about the best marketing practices, creating a marketing strategy, creating your brand, designing and managing your website, being involved with your local Chamber, and more!



- **SOCIAL MEDIA AND PHOTOGRAPHY:** Steph Palmer and Chad Coppers from the SD Department of Tourism shared the best practices for posting content on social media, including how to take pictures that will catch the eye of the viewer and how to use them in your marketing strategy.
- **LIABILITY:** Peggy Schlechter from the SDSU Extension discussed the liability that is associated with having an AgriTourism business, as well as what these businesses can do to protect themselves.

Wall Satellite Office
Date: March 4 & 18
Hours: 9 AM– 11:30 AM
& 12:30 PM– 3:30 PM

- **RISK MANAGEMENT/FARM SAFETY:** John Keimig from the SDSU Extension explained the steps AgriTourism businesses can take to identify and prevent risks and how to respond/be prepared for accidents. Keeping good records of updates, safety and emergency response plans, employee trainings and regular safety inspections can help protect an AgriTourism business from a lawsuit if an injury should occur.
- **TAXES AND LICENSING:** Betty Morford and Steve Wilson of the SD Department of Revenue explained what types of AgriTourism activities are subject to state and local taxes.
- **PRICING:** Pat Garrity of the SD Specialty Producers encouraged attendees not to be worried about charging people for AgriTourism activities. AgriTourism businesses should evaluate their attraction, conduct a marketing study, evaluate potential income and implement a pricing strategy.
- **FINANCING:** Cheri Rath of the SD Value Added Agriculture Development Center discussed the finances of an AgriTourism business. Business owners must review the startup costs, potential income and expenses and what resources are available to fund AgriTourism businesses.
- **ADVOCATING FOR AGRICULTURE:** Jodie Anderson from the SD Cattlemen's Association and Ag United for SD spoke about why Agriculture is important for SD as well as what the Economic Impact from Agriculture is for SD. The days of not talking about how/why we do what we do are behind us; it's time to share the truth and educate the public about agriculture.
- **HOSPITALITY:** Natasha Bothun from the SD Department of Tourism shared why good service is important, good customer service is far beyond being nice, how to be prepared to answer visitors questions, how to use the correct body language and be prepared to respond when a conflict with a customer arises.



On Friday, Seminar attendees hopped on a bus and toured 3 AgriTourism operations in the Pierre area.

AgriTourism is already present in our community through businesses such as Circle View Guest Ranch, Shearer's Western Dakota Ranch, Singing Horse Trading Post B&B and the various guided hunting opportunities in our area. If you are interested in starting an AgriTourism business or activity please feel free to contact me for more information about AgriTourism in South Dakota and the Wall area.

Kelsey Clark
Executive Director

**Photos for this article provided by Bonnie Law.*



SAVE THE DATE!



Wall-Badlands Area Chamber of Commerce

2020 Annual Meeting & Banquet

THURSDAY, APRIL 16

ROARING 20's

Please join us in wearing your best Roaring 20's attire.



Wall-Badlands Area Chamber of Commerce Meeting Minutes

February 10, 2020

Noon Luncheon

Red Rock Restaurant

Wall-Badlands Area Chamber of Commerce Board Vice President Bruce Dunker called the meeting to order. Chamber Member Jonny Winn-Holsether led the Pledge of Allegiance. Susie Kjerstad moved to approve meeting minutes from the January Chamber Luncheon. Second made by Rick Husted. Motion carried. Those in attendance reviewed the January Treasurer's Report and Bruce announced upcoming events.

Wall-Badlands Area Chamber of Commerce: Kelsey Clark: The February Farmer's Market and Produce Exchange will be February 12 in the Wall Mall. The Next Farmer's Market will be March 11. Black Hills Federal Credit Union will be hosting a free seminar for Ranchers/Producers on February 25. The Chamber Board will be conducting a short survey, Chamber Members who complete the survey will be entered for a chance to win a \$50 WALL BUCK\$ certificate. The January-December Dashboard showed 4.4% growth for City Sales Tax revenue during the 2019 calendar year. Save the date for the 2020 Chamber Annual Meeting & Banquet on April 16 in the Wall Community Center.

Wall Economic Development: Mary Williams: Three Governors Houses will be moved onto the lot at 402 Glenn St.; if you are interested in purchasing a house at that location, please contact Lily or Cheyenne McGriff. The Wall City Council approved 58 acres north of the baseball fields to be dedicated as an Industrial Park. The Industrial Park will allow businesses to expand or relocate to Wall. WEDC hosted a booth the Black Hills Stock Show. The booth offered samples of Wall Meats Beef Jerky, Wall Drug Doughnuts, free bottles of water with "I Love Wall" stickers, and information about the Badlands Veterans Memorial. A drawing was held for free lodging in Wall, Wall Bucks and free entrance to Badlands National Park. Week of Work will be held April 20-24 and offers Sophomores the opportunity to shadow businesses. The Jackpot for Chase the Ace is nearing \$1,000; the next drawing will be February 14 at the Red Rock.

Black Hills & Badlands Tourism Association: Kelsey Clark reporting for Hayli Hull: Members of the BH&B staff are on the road this week attending winter travel shows in Wisconsin, Minnesota and Illinois. They are speaking with thousands of potential visitors all looking for more information on the Black Hills & Badlands. On average, close to 20,000 member brochures, 1,000 Black Hills & Badlands Guides as well as 1,000 New 2020 South Dakota Vacation Guides are given out at the travel shows. The Spring Direct Mailer Co-op with SD Tourism is gearing up to launch; thank you to these Wall area members for participating: Wall-Badlands Area Chamber, Prairie Homestead and Wall Drug Store. This great booklet will be sent to 32,000 mailboxes in Minneapolis, MN, as well as Denver, CO. Up next for BH&B is the production of the 2020 Black Hills & Badlands Vacation Guide. More information on this top regional guide, specifically designed to keep visitors in our area longer, will be distributed very soon.

Rodeo Booster Club: Mary Williams: Four Wall Students participated in the 20X Extreme Rodeo during the Black Hills Stock Show; 2 students placed in their events. The Rodeo Boosters are excited to welcome the Shrine Circus back to the rodeo arena this summer. Date is to be determined.

Wall School District: Dan Baldwin: This is a very busy week at the school with many sports competitions, Parent/Teacher Conferences, the Student Council Valentines Store, registering incoming freshmen for classes and more. There will be 2 gymnastic athletes competing in the State Gymnastics Meet. Current steps in the Strategic Planning Process is discussing 4 goals with the school board, then setting up action groups to discuss how to achieve the goals, and then implementing the goals that are set. The school is currently looking for a tech coordinator with or without teaching.

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Golden West: Jody Bielmaier: The Golden West Scholarship is available and can be picked up at the school or found online. Golden West employees are hosting public meetings in the communities where the Fiber to the Home Project will be completed.

First Interstate Bank: (No report was given at the meeting but the following information was shared later.) Applications for the First Interstate Bank-Greater Wall Fund Scholarship are available at the school and at the bank; the deadline to apply is April 15. The Scholarship will be paid in the second year at a SD College or Vo-Tech. First Interstate/SD Bankers Association Scholarships are available on the bank's website; the deadline to apply is April 12.

West River Electric: Dawn Hilgenkamp: WREA will sponsor area students to attend the South Dakota Rural Electric Youth Excursion, July 27-31. The event will be held in North Dakota and allow students the opportunity to tour power plants and a coal mine. Freshmen, Sophomores and Juniors, whose parents are members of WREA, are eligible to attend. The deadline to apply is May 22. WREA will be recognized for sponsoring the Wall Area Booster Club at the basketball game on February 18. Customers will be receiving bill credits in the near future. WREA will host a booth at the Home Show at the Rapid City Civic Center, March 27-29.

With no other businesses, Jody Bielmaier moved to adjourn the meeting. Second made by Dan Baldwin. Motion carried.

Badlands Quilters of Wall, South Dakota 2020 Quilt Weekend Getaway

March 13 & 14

Wall Community Center & Wall United Methodist Church

Friday Night:

“Schnibbles & Nibbles”
“Spectacular Bed-Turning”

Vendors:

Betty's Quiltery
The Dakota Quilt Co.

Saturday Night:

Banquet & Raffle for “Tranquility” Quilt
Trunk Show with Rebecca Smith

Classes:

“Kaleioscope Tree Skirt” with Reta Welsh
“Scrappy Trip” with Subby Reed
“Mystery Soldier Quilts” with Judy Yocum
“SOYO”

For More Information please call 279-2889 or 279-2535

Wall Community Easter Egg Hunt

The Wall-Badlands Area Chamber Retail Committee is seeking an organization, group or individual to host a community Easter Egg Hunt in Wall this April. The Retail Committee has approved a maximum of \$250 to help defer costs of the project, and will reimburse the organization, group or individual after receipts have been submitted to the Chamber office. Please contact the Chamber office before April 1, for more information or to confirm that you will host a Wall Community Easter Egg Hunt. Funding will be awarded to the organization, group or individual who makes the first request.



BLOOD DRIVE



Make the
most of
the moment



Wall Community Blood Drive

MONDAY, MARCH 16
2 PM TO 5:45 PM
WALL HS MULTIPURPOSE
ROOM
401 SOUTH BLVD

For an appointment go to
bloodhero.com and search for a drive
using sponsor code wallsd

20%-25% of our area blood
supply is collected at High
School and College Drives.
Start donating NOW and help
save the lives of those in need.

WALL-BADLANDS AREA CHAMBER OF COMMERCE

2020 Board of Directors:

Dustin Curr — President
Bruce Dunker — Vice President
Janet Lurz — Treasurer
Anne Jo Spotted Bear
Cindy Hauk
Gordy Kraut
Kim Handcock
Lindsay Reagle
Terry Mohr

2020 Luncheon Locations:

Jan-Red Rock
Feb-Red Rock
March-Red Rock
May-Golf Course
June-Golf Course
July-Golf Course
Sept-Community Center
Oct-Badlands Saloon
Nov-Badlands Saloon
Dec-Badlands Saloon

**The March Noon
Luncheon will be
Monday, March 9 at the
Red Rock Restaurant.**

2020 Wall-Badlands Area Chamber of Commerce Membership

4th Ave. Floral & Gifts	Dawn Hilgenkamp	Ron Dinger
Agro Eco Power	Days Inn	Rush Funeral Home
American Legion Post 246	De's Oil & Propane	Sander Sanitation Service
Americas Best Value Inn	Deni Amundson	Sarah Husted
Anderson Investments	East Pennington County Ambulance Dist.	Schaeffer's Specialized Lubricants
Ann's Motel	East Pennington County Conservation Dist.	Shearer's Western Dakota Ranch Vac.
Arneson Auction Services	East Pennington County Transit	Singing Horse Trading Post
Arrow Campground	EconoLodge	Sleepy Hollow RV Park
Ascend Ag, Inc.	EDWARD JONES/Hal Bailey	St. Patrick's Catholic Church
Badlands Automotive	EDWARD JONES/Tyler T. Trevillyan	Stacy Kitterman
Badlands Cedar Pass Lodge	Evangelical Free Bible Church	Sue's Avon
Badlands Harley-Davidson	Farm Bureau Financial Services	Sunshine Inn
Badlands Helicopters	First Interstate Bank	Super 8
Badlands Inn	First Lutheran Church	SWIFTEC Inc.
Badlands Motel & Campground	Frontier Cabins	Terry Mohr
Badlands National Park	Gold Diggers	Tessa Gewerth
Badlands Natural History Association	Golden West Telecommunications	Thompson Tactical
Badlands Outpost	Harlan & Lori Walker	Triangle B&B
Badlands Quilters	Helen Crawford	Treat U Boutique
Badlands Saloon & Grille	Hillcrest Motel	USDA Forest Service/Natl. Grasslands
Badlands Trading Post	Hub International Insurance	Vintage Soule Salon & Boutique
Badlands White River KOA	Independent Mary Kay Director, Judy Harvey	Wall Auto Livery
Best Western Plains Motel	Juanita Schroeder	Wall Building Center & Construction
Bethel Church	Jonny Winn	Wall Community Library
Bev Dartt	Karen Soderquist Team/ ReMax Results	Wall Dairy Queen
Bill Bielmaier	Kari Welsh	Wall Drug Store
Black Hills & Badlands Tourism Assoc.	Keith Bagley	Wall Eagles Live/Live Ticket
Black Hills Federal Credit Union	Larry Eisenbraun	Wall Economic Development
Black Hills Parks & Forests	M & M Sales	Wall Food Center
Candee Kitterman	Mary Williams	Wall Golf Association
Circle View Guest Ranch	Mike Nesseth	Wall Meat Processing Plant
Common Cents	Minuteman Missile NHS	Wall Motel
Community Education of the Black Hills	Niki Mohr	Wall Regional Medical Clinic
Corner Pantry/Subway	Pathfinder Employment Services	Wall Rodeo Booster Club
Cornerstone Industries	Pat Husted	Wall School District #51-5
Country Cupboard Food Pantry	Patty Coleman	Wall United Methodist Church
Crazy Horse Memorial	Penn.-Jackson Farm Bureau	Waste Connections
Creative Community Concepts	Pennington County Commissioners	Windy Edge Homestead
Crew Agency	Pennington County Courant	Welsh's Motel
Cristina Nesseth	Pioneer Auto Show & Prairie Town	West River Electric Association
Crown Oil	Prairie Homestead	Wheelin' to Wall
Cutting Edge Salon	Quinn VFW	Wounded Knee Museum
Dakota Mill & Grain	Red Rock Restaurant & Lounge	
Dakota Safaris	Robert Sharp & Associates	
Dakota Sky Stone	Rod Renner	