



Wall-Badlands Area Chamber of Commerce

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February 2021
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Schedule of Events

February 3
WBACC Board Mtg.
7 AM, WCC

February 4
Wall City Council Mtg.
6:30 PM, WCC

February 7
VFW Bingo
2 PM, WCC

February 11
Cracker Barrel
Time TBD, WCC

February 12
Chamber Luncheon
12 PM, ZOOM

February 15
Wall City Offices CLOSED

February 16
Wall Ambulance Board Mtg.
6 PM, Wall Fire Hall

February 18
Wall City Council Mtg.
6:30 PM, WCC

February 21
VFW Bingo
2 PM, WCC

Wall Community Members Rewarded For Shopping Local

Another very successful Chamber Holiday Sweepstakes has come to an end. The Annual Chamber Holiday Sweepstakes is a fun and rewarding program that is sponsored by the Wall-Badlands Area Chamber of Commerce Retail Committee and encourages shoppers to support local businesses during the holiday season. The more money shoppers spent, the more chances they had to win a prize!

This year, a total of \$1,900 in prizes was given and 44 local shoppers were named as winners; 32 - \$25 Wall Bucks, 8 - \$50 Wall Bucks, 2 - \$100 Wall Bucks, and 2 - \$250 Shopping Sprees at Wall Food Center.

Linda Hiltner, local shopper and 2020 Chamber Holiday Sweepstakes prize winner said "this is a great tradition and made things feel a little more normal this year."

"Supporting our local businesses has been especially important during these trying times," said Kelsey Clark, Wall-Badlands Area Chamber of Commerce Executive Director. "Participating in events like this offers shoppers an exciting chance to win prizes."

The Wall-Badlands Area Chamber of Commerce greatly appreciates the participating businesses and their staff for supporting the Chamber Holiday Sweepstakes and for being very helpful in reminding community members to use their Chamber Holiday Sweepstakes cards. Also, thank you to all the community members who participated in the event. Congratulations to all the prize winners!



Kyle Skillingstad claims his Wall Bucks prize.



Shopping Spree Winners Leslie Merrill and JoDee Shearer with their groceries.



Wall Satellite Office

OPEN: February 3 & 17
9 AM– 11:30 AM &
12:30 PM– 3:30 PM

Wall-Badlands Area Chamber of Commerce Meeting Minutes

January 11, 2021

Noon Luncheon

Via Zoom

Wall-Badlands Area Chamber of Commerce Board President Dustin Curr called the meeting to order at 12:03 PM. Anne Jo Spotted Bear moved to approve meeting minutes from the December Chamber Luncheon. Second made by Dawn Hilgenkamp. Motion carried. Dawn Hilgenkamp moved to approve the Treasurer's Report. Second made by Anne Jo Spotted Bear. Motion carried. Dustin announced upcoming events in the Wall community.

Wall-Badlands Area Chamber of Commerce: Kelsey Clark: The Chamber Holiday Sweepstakes concluded on December 31; prize drawing for the event was held January 5 via Facebook Live. The November Dashboard is now available on the Chamber website. Registration for the South Dakota Governor's Conference on Tourism is now open. The Conference will be held January 20-21, and offers limited in-person attendance which costs \$200 per person as well as a virtual option that is free. The Chamber Board of Directors is in the early stages of planning the Annual Meeting; tentative meeting date is April 22.

Wall Economic Development: Liliya Stone: Leadership classes will begin this evening with 15 participants; thank you to Kalie Kjerstad who is the chair of the committee. Today, WEDC launched a website: wallsdedc.com. The corporation is promoting the industrial park with a new flyer and layout of lots available; more information is available on the website. Informational meeting about Agritourism SD will be held in Wall on January 18 at the Red Rock; thank you to Committee Chair Josh Geigle.

Minuteman Missile NHS: Kelsey Clark reporting for Jeannie Berry: MMNHS is continuing with winter hours of operation; Visitor Center is open Tuesday-Sunday 8 AM – 4 PM, Delta-09 Missile Silo is open Tuesday-Saturday 9 AM – 3 PM, Delta-01 Launch Control topside tours are offered Wednesday-Saturday at 1 PM and 2 PM. The Visitor Center theater is showing the movie

National Grasslands Visitor Center: Travis Mason-Bushman: The visitor center is working to safety reopening and offering some services this summer. They are proceeding with hiring seasonal staff.

Rodeo Booster Club: Mary Williams: Local students have qualified to participate in the 20X Rodeo during the Black Hills Stock Show. Plans are moving forward for the 4-H, Regional High School and PRCA Rodeos to be held this summer.

Wall School: Dan Baldwin: The second semester started today and a new Ag teacher has been hired. The School board will have a meeting on January 13 and will be planning for the 5-year capital outlay; this process will include visiting with the staff for technology needs and working with school board members regarding facility needs. Impact Aid is still active and the state is looking at a 2.4% increase.

West River Electric: Dawn Hilgenkamp: Scholarship applications are available online and are due February 5.

With no other business, Liliya Stone moved to adjourn the meeting at 12:17 PM. The next Wall-Badlands Area Chamber Luncheon will be Monday, February 8.

You can't buy *love*
But you can buy **local**
And that's kind of the same thing!

The Wall-Badlands Area Chamber of Commerce Retail Committee encourages you to shop local!

Onward!

2021

SOUTH DAKOTA GOVERNOR'S
CONFERENCE ON TOURISM

Tourism Industry Partners, including myself, gathered virtually and in-person for the 2021 South Dakota Governor's Conference on Tourism on January 20 & 21. After the challenges the industry faced in 2020, the conference theme was - *ONWARD!* - and focused on what is to come in 2021. Sessions offered at the conference were:

- **TRAVEL'S ROAD AHEAD**– U.S. Travel Association President and CEO Roger Dow provided an update on the state of the industry and the efforts underway to safely accelerate the recovery of domestic leisure, business and international inbound travel.
- **PREPARING FOR THE RECOVERY**– Historic travel industry losses continue to mount. However, signs of recovery point to opportunity for destinations over the next 18 months. Adam Sacks, founder and president of Tourism Economics, shared the latest views on the economy, the current profile of travel, and expectations for how and when travel will fully recover.
- **WHAT CURRENT PRECEPTIONS REVEAL ABOUT TRAVEL'S FUTURE**– Every week since March 15, 2020, Destination Analysts has surveyed more than 1,200 different American traveling consumers about their travel opinions and trip intentions in order to create the Coronavirus Travel Sentiment Index. Using the results of this ongoing weekly study, Destination Analysts' President & CEO Erin Francis-Cummings summarized Americans' thoughts, feelings and behaviors about travel right now in order to frame expectations for the next several months and beyond in the travel industry's recovery from the COVID-19 crisis.
- **2020 INDUSTRY UPDATE**– Through unprecedented challenges and opportunities, the Department of Tourism and the Visitor Industry stayed focused on new ways to inspire visitation and faced obstacles head on in 2020. Secretary of Tourism Jim Hagen gave his annual update about the SD Tourism Industry and what the Department has planned as it moves into 2021 and beyond.
- **HOW WILL THIS END, RECOVERY IN TRAVEL**– Clayton Reid from MMGY Global discussed what travel will look like as we emerge from COVID-19 and what will change in the years ahead.
- **HOSPITALITY PANEL**– South Dakota Industry Members shared how COVID-19 changed customer service. The panel discussion also offered insight from diverse industry business leaders from across the state.
- **GOVERNOR'S ADDRESS & AWARDS CEREMONY**– Governor Noem shared her remarks on the resiliency of South Dakota tourism and celebrated the Great Faces & Great Places that continue to make South Dakota a leader in the tourism industry. Noem reported that in 2020 **12.6 Million Visitors** made South Dakota their vacation in spite of the pandemic; a decrease of only 13% from the year before. 2020 was a great year for outdoor recreation and the state saw an increase of 31% compared to 2019. South Dakota saw a record number of permits for youth mentored hunting and a record number of ATV trail permits sold. The Tourism Industry put **\$3.4 Billion** into South Dakotas economy in 2020; a decrease of only 18% while the nation wide average was a decrease of 45%. State and local tax dollars generated by travel and tourism was **\$276 Million**. As unemployment skyrocketed around the country, travel and tourism continued to support **49,500 jobs** in South Dakota, which added more than \$1 Billion in income to these families.

If you missed the 2021 South Dakota Governors Conference on Tourism and are interested in the information presented, recordings of each session will be available on

southdakotatourismconference.com.

With grand hopes for 2021, I am excited to move *ONWARD!* by promoting safe travel and welcoming those who travel to all the wonderful things the Wall-Badlands Area has to offer.

Kelsey Clark
Executive Director





Liliya Stone, Executive Director
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Wall Industrial Park is Open for Business

Working with the Wall City Council, the Wall Economic Development Corporation has established an 85-acre light industrial park located north of Wall's municipal airport off I-90 Exit 109. We encourage companies who would like to expand or relocate to consider the Wall Industrial Park. The attached flyer contains a layout of the industrial park properties or can be viewed at wallsdedc.com under the industrial park tab. Lots in Phase I are being developed and have access to electricity, water, and fiber optic.

Wall, SD is in the geographic center of the U.S., making it the ideal spot to reach customers nationwide. This, combined with natural resources and space availability, make it an ideal location for small agricultural value-added businesses, precision ag companies and high-tech manufacturing.

The low cost of living and low utility expenses are also beneficial for companies looking to escape the big city and serve their customers from a safe, affordable, and family-friendly community.

Investments in properties in the Wall Industrial Park are eligible for tax incentives. The Wall City Council recently approved a property tax discretionary formula that provides a tax break on a new industrial and commercial structures for up to five years.

Wall businesses benefit from the active support of residents and the Wall Economic Development WEDC goals are:

- Expand property tax base
- Increase availability of local goods and services
- Ensure adequate space to accommodate desirable business development
- Promote development that retains the town's rural character and quality of life

To learn more, contact Liliya Stone at 605.279.2658 or walledd@qwtc.net

Wall Industrial Park

WALL, SOUTH DAKOTA



2340 Avenue



- Available Lots
- Future Lots*
- Existing Roadway
- Proposed Roadway*
- Proposed Property Line

* Exact future roadway alignment and parcel layout to be determined with future phase development



50 Miles to Rapid City

PROPERTY IDEAL FOR
General Industrial Uses



Check out the property!

bit.ly/WallIndustrialPark



Close Proximity to Interstate 90



Great Accessibility



Large Lots



Local Incentives

Contact:

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WALL-BADLANDS AREA CHAMBER OF COMMERCE

2021 Board of Directors:

Dustin Curr —President
Kim Handcock—Vice President
Janet Lurz —Treasurer
Amanda Kjerstad
Anne Jo Spotted Bear
Gordy Kraut
Lindsay Reagle
Terry Mohr

2021 Luncheon Locations:

Jan-ZOOM
Feb-ZOOM
March-TBD
April- Annual Meeting
June-TBD
July-TBD
Sept-TBD
Oct-TBD
Nov-TBD
Dec-TBD

**The February Noon
Luncheon will be held on
Monday, February 8 via
Zoom.**

2021 Wall-Badlands Area Chamber of Commerce Membership

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