



# Wall-Badlands Area Chamber of Commerce

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## Schedule of Events

February 6  
VFW Bingo  
2 PM, WCC

February 8  
Wall City Council Mtg.  
6:30 PM, WCC

February 9  
WBACC Board Mtg.  
7 AM, WCC

February 11  
Ag Appreciation Supper

February 15  
Chamber Luncheon  
Noon, Red Rock Restaurant

February 17  
Wall City Council Mtg.  
6:30 PM, WCC

February 20  
VFW Bingo  
2 PM, WCC

February 21  
Wall City Offices CLOSED

February 25  
Feeding SD Food Drop  
12:30-1:30 PM



Tourism Industry partners from across the state gathered in Pierre for the 2022 South Dakota Governor's Conference on Tourism, January 18-20. The conference proved to once again be educational and inspiring with various sessions, including:

- **TOURISM DAY AT THE CAPITAL/ LEGISLATIVE SESSION:** Industry members gathered at the State Capital to visit with legislators about the importance of tourism and its vital contributions to our state. Conference attendees also thanked South Dakota Representatives and Senators for their support of the tourism industry.
- **HOW TO STAY INSPIRED WHEN YOU ARE SO DARN TIRED:** Times like these can make you feel powerless and exhausted. Christine Cashen helped the audience spark new and innovative ideas, manage conflict, reduce stress, energize employees and create a happier, more productive workplace.
- **SDT 2022 MARKETING PLANS:** The Department of Tourism presented an in-depth look at the state's 2022 marketing efforts. Attendees learned about consumer insights and advanced data efforts that drive the departments strategy as well as opportunities to tie into the department's marketing efforts.
- **KEY OPPORTUNITIES FOR TOURISM:** During this session Paul Ouimet of NEXTFactor Enterprises Inc., presented results from the 2021 Futures Study and provided insight into key opportunities for destinations to recover, grow and flourish.
- **THE COIVD RECESSION: PREPARING FOR THE BIGGEST WAVE OF CHANGE:** By encouraging proactive thinking, Jeremy Gutsche addressed the geopolitical factors shaping our world today and encouraged attendees to identify the unseen potential for growth and innovation.



## Wall Satellite Office

OPEN: February 2 & 16  
9 AM– 11:30 AM &  
12:30 PM– 3:30 PM

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- **STATE INDUSTRY UPDATE:** Partners from state government provided updates on their work and how it pertains to South Dakota's Tourism.
- **VIA UPDATE:** South Dakota Visitor Industry Alliance Lobbyist Justin Smith, discussed various bills moving through the SD Legislature and how they may affect the tourism industry.
- **WORKFORCE INDUSTRY PANEL:** There's no question workforce has been one—if not THE biggest, challenge of 2021. A panel of tourism industry members who faced this challenge head-on shared some of their creative and innovative solutions.
- **REACHING YOUR NEXT SUMMIT:** Attendees gained tools they can use to immediately develop a leadership mindset that engages, equips and inspires them and their team to step up and lead regardless of their title.
- **TOURISM BRIEFING:** It was another incredible year for the tourism industry as visitors flocked to the Great Faces & Great Places of South Dakota. Secretary of Tourism, Jim Hagen, highlighted the major accomplishments of 2021 as well what lies ahead for the industry in 2022. Hagen reported that in 2021 SD welcomed 13.5 million visitors; which is 26% more than the pervious year. Visitor spending reached \$4.4 billion; an increase of 30% over 2020, and a new all time record! The tourism industry supported 54,208 jobs in 2021; which created \$1.8 billion in direct income for travel and tourism supported jobs. 4.8 million people explored our National Parks; another milestone for the record book. In 2021 the tourism industry generated \$345 million in state and local tax revenue; saving each SD household \$980. Additionally, every dollar used to market SD generated \$41 in visitor spending and \$3 in tax revenue.

For more information about South Dakota Tourism, please visit [sdvisit.com](http://sdvisit.com).

## ECONOMIC IMPACT OF TOURISM

**\$4.4 BILLION**

Visitor Spending  
*NEW ALL TIME RECORD!*

**13.5 MILLION**

Total Visitors

**\$345 MILLION**

State & Local Tax Rev.

**54,208**

Jobs Supported

**\$1.8 BILLION**

Income for Tourism  
Supported Jobs

**4.8 MILLION**

SD National Park Visitors

## Wall-Badlands Area Chamber of Commerce Meeting Minutes

January 10, 2022

Noon Luncheon

Wall Community Center

Wall-Badlands Area Chamber of Commerce Board President Dustin Curr called the meeting to order at 12:05 PM and led the group in the Pledge of Allegiance.

Cindy Hauk moved to approve meeting minutes from the November Chamber Luncheon. Second made by Lindsay Reagle. Motion carried. Rick Husted moved to approve the Treasurer's Report. Second made by Ron Dinger. Motion carried. Dustin announced upcoming events in the Wall Community.

**Wall-Badlands Area Chamber of Commerce:** Kelsey Clark: The Chamber Holiday Sweepstakes concluded on January 3. The campaign gave away a total of \$2,000 in WALL BUCK\$ prizes for those who shopped local over the holiday season; a full list of prize winners can be found on the Chamber Facebook Page. The Chamber Retail Committee hosted the Pancake Supper, December 8, at Wall Drug. Thank you to all those who attended the supper, donated to Country Cupboard Food Pantry, and volunteered during the event. A special thank you to Wall Drug for again allowing the supper to be held in their café, supplying food and offering top-notch staff for the event. The Chamber Retail Committee was happy to give away a total of \$2,000 in prizes at the pancake supper. The Chamber hosted the second annual 'A Badlands Country Christmas' on December 15; thank you to all the event sponsors and those who attended the event. A new event the Chamber hosted during the holiday season was Christmas Crazy Days; Chamber Member retail businesses provided various specials/deals to promote local shopping. The Chamber once again hosted a Holiday Lighting Contest and gave away \$600 in WALL BUCK\$ as prizes; a list of winners can be found on the Chamber Facebook page. Friendly reminder to businesses; WALL BUCK\$ can be processed like a check but please do not to give cash back for the certificates. The Chamber continues to work on 2022 marketing. Kelsey will be out of the office January 18-20 attending the South Dakota Governor's Conference on Tourism.

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**City Of Wall:** Rick Husted: Plans with ECHO Valley are moving forward and the committee has been working with the engineer. The project is headed in a good direction and the City has reduced expenses for the project by more than one million dollars by doing septic systems for the housing lots. Mary Williams was able to secure \$661,000 from Pennington County to help cover infrastructure costs for the Industrial Park. The City received a grant of \$600,000 for repair on 4<sup>th</sup> Ave; the road needs improvement due to heavy truck traffic. The next Wall City Council meeting will be January 20 at 6:30 PM.

**Wall Economic Development:** Liliya Stone: Leadership classes will begin tonight and there are 15 people participating. A Workforce Marketing Campaign is beginning and will target potential employees in trade industries. WEDC is working on updating the housing study for the City of Wall. Businesses are reminded about the Worker Relocation Program that will reimburse workers up to \$750 per household.

**Black Hills and Badlands Tourism Association:** Hayli Hull: BH&B is kicking off the Travel Show Season at the Colorado RV, Adventure & Travel Show in Denver. The first pallet of 2022 SDVG will be distributed at this show. Looking forward to Tourism Conference.

**Rodeo Booster Club:** Mary Williams: The 20X Rodeo will be held the last Sunday in January, during the Black Hills Stock Show; there will be great representation from Wall High School rodeo athletes. The High School Rodeo Team will be holding various fund raisers to help cover entry fees; March 5 they will be hosting a gala in the Wall Community Center that will include a dinner, dance and auction. Plans have begun for the Pennington Co. 4-H Rodeo, which will be held the last Saturday in May. The Wall High School Practice Rodeo will also be held in May.

**Stompin' Grounds Coffee House:** Mary Williams: The coffee house will be doing a soft opening January 11 from 7 AM – 1 PM.

**West River Electric:** Dawn Hilgenkamp: Scholarships for high school seniors are now available and due January 17. Application for Operation Round Up are due February 1 and can be found online; this program provides funds to various non-profits and is administered by an independent Board of Directors.

**First Interstate Bank:** Steven Edoff: The 3<sup>rd</sup> Annual Festival of Trees was held on November 19. The program raised \$16,400 in net income for the Greater Wall Fund which helps fund projects in the Wall Community. Greater Wall Fund Scholarship applications are due by April 15.

**Ag Appreciation:** Steven Edoff: The 2022 Ag Appreciation will be held February 11 in the Wall Community Center. There will be no band at the event this year but prizes will be given.

The Chamber will now be holding a \$100 WALL BUCK\$ drawing at each Chamber Luncheon; all Chamber Members will be entered into the drawing but must be present at the luncheon to win. The drawing will be a rolling jack pot. The winner of the \$100 WALL BUCK\$ for attending the January luncheon is West River Electric.

With no other business, Cindy Hauk moved to adjourn the meeting. Second made by Ron Dinger. Motion Carried. The next Chamber Luncheon will be TUESDAY, February 15 at the Red Rock Restaurant.





# WALL-BADLANDS AREA CHAMBER OF COMMERCE

## Board of Directors:

Dustin Curr — President  
Kim Handcock—Vice President  
Anne Jo Spotted Bear —Treasurer  
Annie Tice-Poseley  
Amanda Kjerstad  
Bobbie Dartt  
Gordy Kraut  
Hope Dennis  
Lindsay Reagle

The February Chamber Luncheon will be held at noon on TUESDAY, February 15 at the Red Rock Restaurant.

All paid members will be entered for a chance to win a \$100 WALL BUCK\$ certificate at the luncheon; must be present to win.

## Wall-Badlands Area Chamber of Commerce Membership

3 Amigos Cantina	Days Inn	Rush Funeral Home
4th Ave. Floral & Gifts	De's Oil & Propane	Sander Sanitation Service
Agro Eco Power	East Pennington County Ambulance	Sarah Husted
American Legion Post 246	East Pennington Co. Conservation Dist.	Schaeffer's Specialized Lubricants
Americas Best Value Inn	East Pennington County Transit	Shearer's Western Dakota Ranch Vac.
Anderson Investments	EconoLodge	Singing Horse Trading Post
Ann's Motel	EDWARD JONES/Hal Bailey	Sleepy Hollow RV Park
Arneson Auction Services	EDWARD JONES/Tyler T. Trevillyan	St. Patrick's Catholic Church
Ascend Ag, Inc.	Evangelical Free Bible Church	Stacy Kitterman
Badlands & Co.	Evergreen Office Solutions	Sue's Avon
Badlands Automotive	Farm Bureau Financial Services	Sunshine Inn
Badlands Cedar Pass Lodge	First Interstate Bank	Super 8
Badlands Harley-Davidson	First Lutheran Church	SWIFTEC Inc.
Badlands Helicopters	Frontier Cabins	Terry Mohr
Badlands Inn	Gold Diggers	Tessa Gewerth
Badlands Motel & Campground	Golden West Telecommunications	The Little Outpost
Badlands National Park	Harlan & Lori Walker	Thompson Tactical
Badlands Natural History Association	Helen Crawford	Travelodge
Badlands Quilters	Hillcrest Motel	Triangle B&B
Badlands Saloon & Grille	Hub International Insurance	Treat U Boutique
Badlands Trading Post	Juanita Schroeder	USDA Forest Service/Natl. Grasslands
Badlands White River KOA	Judy Goldhammer	Wall Auto Livery
Best Western Plains Motel	Jonny Creighton Winn	Wall Auto Repair & Glass
Bev Dartt	Karen Soderquist Team/ ReMax Results	Wall Building Center & Construction
Bill Bielmaier	Kari Welsh	Wall Community Library
Black Hills & Badlands Tourism Assoc.	Larry Eisenbraun	Wall Dairy Queen
Black Hills Federal Credit Union	M & M Sales	Wall Drug Store
Black Hills Parks & Forests	Mary Williams	Wall Eagles Live/Live Ticket
Borns Group	Mike Nesseth	Wall Economic Development
Candee Kitterman	Minuteman Missile NHS	Wall Food Center
Circle View Guest Ranch	Monument Health Wall Clinic	Wall Golf Association
Common Cents	Nanna's Mercantile	Wall Meat Processing
Community Education of the Black Hills	Niki Mohr	Wall Rodeo Booster Club
Corner Pantry/Subway	Nohr Wortmann Engineering	Wall School District #51-5
Cornerstone Industries	Pat Husted	Wall United Methodist Church
Country Cupboard Food Pantry	Patty Coleman	Waste Connections
Crazy Horse Memorial	Pennington County Commissioners	Windy Edge Homestead
Creative Community Concepts	Pennington County Courant	Welsh's Motel
Crew Agency	Pioneer Auto Show & Prairie Town	West River Electric Association
Cristina Nesseth	Prairie Homestead	Western Dakota Tech
Crown Oil	Quinn VFW	Wheelin' to Wall
Cutting Edge Salon	Red Rock Restaurant & Lounge	Whispering Pines Bed & Breakfast Outfitters
Dakota Mill & Grain	Robert Sharp & Associates	Wounded Knee Museum
Dakota Sky Stone	Rod Renner	<b>2022 Chamber Memberships are past due.</b>
Dawn Hilgenkamp	Ron Dinger	