SD On The Move

The South Dakota Governor’s Conference on Tourism was held January 16-18 in Pierre. Chamber Board President Jackie Kusser and Chamber Executive Director Kelsey Clark were “On The Move” as professionals from across the state gathered to learn from keynote speakers how to make your business the best it could possibly be. Various breakout sessions informed attendees of statistics relating to different aspects of the tourism industry and everyone got their first peek at the 2018 SD Tourism advertising campaign!

Yet another strong year for tourism in SD, 2017 was the eighth straight year of recorded growth. Tourism remains the 2nd largest industry in SD and significantly impacts the state by generating tax revenue and offering many employment opportunities.

What were SD Tourism’s 2017 results?

- **14 million** – The number of people who made SD their vacation destination, a slight increase of 0.1% over 2016.
- **$3.88 billion** – The amount visitors spent in SD, an increase of 1.2% over 2016.
- **$2.6 billion** – Tourism’s contribution to SD’s GDP, an increase of 3.2% over 2016.
- **1:4** – The ratio between dollars spent on tourism marketing and tax revenue received. For every dollar Tourism spends marketing the state as a vacation destination, SD receives $4 back in state and local tax revenue.
- **53,900+** - The number of jobs that were directly generated by the tourism industry in 2017. That’s 8.9% of all SD jobs.
- **$871** – The amount of additional taxes each SD household would pay if the tourism industry did not exist.

Innovative and unique graphics along with emotional connections will be highlighted in the 2018 advertising campaign from the SD Department of Tourism. The Wall-Badlands Area Chamber of Commerce looks forward to participating with SD Tourism to be “On The Move” in 2018!

List your event here, on the chamber website and hear it on the KBHB radio news!
Chamber Board President Jackie Kusser called the meeting to order. The Pledge of Allegiance was led by Wall-Badlands Area Chamber Board of Directors member Cindy Hauk.

Motion, made by Cindy Hauk with a second by Dawn Hilgenkamp, carried to approve minutes from the November 13, 2017 Chamber Noon Luncheon.

Chamber members reviewed the December 2017 Treasurer’s Report and Kelsey Clark announced the Chamber stayed within the 2017 budget.

President Jackie Kusser read announcements of upcoming events in the Wall community and reminded Chamber members 2018 memberships were due December 1 and asked that members please pay their dues as soon possible.

Wall-Badlands Area Chamber of Commerce: Kelsey Clark: The Chamber renewed the 2018 membership with Black Hills and Badlands Tourism Association and they have worked together to create a 2-page ad which will be included in the 2018 South Dakota Vacation Guide. Fourteen Wall-Badlands Area Chamber of Commerce members partnered with the Chamber and will be included in the ad. This is a great ad for Wall as nearly 470,000 free South Dakota Vacation Guides are distributed yearly. Through South Dakota Tourism, the Chamber will once again be participating in the Magazine Co-op; the ad was finalized Jan. 5. The Chamber will also be participating in the Great Getaways direct mail piece; registration for the advertisement is expected to open the end of January/beginning of February. Wall Crawl planning is coming along, both an opening and main act have been booked for the event. Cheyenne and Kelsey have been working on creating the marketing strategy for the event and marketing to specified demographics nine or more hours away has begun. The Wall Crawl team is still looking for a group who could possibly benefit from the poker run portion of the event. The group will be working with Black Hills Central Reservations to create a Wall Crawl Vacation Package which will possibly include event tickets, t-shirts, lodging and a meal. Please be sure to like the Wall Crawl Facebook page for the latest news about the event. The Wall-Badlands Area Chamber of Commerce Annual Meeting will be April 19 in the Wall Community Center Grand Hall. Guest speakers will include Black Hills & Badlands President/CEO Michelle Thomson as well as South Dakota Secretary of Tourism Jim Hagen. Kelsey will be representing the Chamber at the South Dakota Conference on Tourism January 16-18.

City of Wall: Mayor Marty Huether: 2017 yearly sales tax was $20,000 above 2016; roughly $1.2 million total for the year. The City of Wall recently hired an Assistance City Finance Officer- Loree Thompson. The Wall Satellite office was recently inspected to be ADA compliant. With only a few changes the city hopes to get the facility up to regulation as soon as possible in order to keep the satellite office in Wall. At the end of the month the City will close on a land purchase for land surrounding the Wall Municipal Airport. The City is hopeful the FAA will allow an addition in length to the airport run way for larger planes. The recent land purchase has also opened up opportunities for land trades within the community for future development. A Wall Event Center steering committee of roughly 15 people has been formed and the mayor is hopeful to schedule the first meeting soon. A motocross track is in the works and the City is looking for land on which to build the track. Wall will be hosting a booth at the Black Hills Stock Show; this may be a great opportunity to showcase the Wall area as over 300,000 people attend the event.

Wall Economic Development: Cheyenne McGriff: Wall will be hosting a booth at the Black Hills Stock Show from Jan. 26-Feb.3. Information about visiting and living in Wall will be distributed. A group of community members has been working on the daycare shortage and are exploring the creation of a leadership team for a daycare, focusing on community business leaders. Daycare is necessary to keep community members working and employers in business. Anyone who is interested in serving on the daycare leadership team can contact Cheyenne or any of the daycare action planning team members. SDSU Extension will be leading Business Development Classes starting February 5. The series was created for current managers, employers looking to train management staff and individuals looking to improve their leadership skills. Contact Cheyenne to sign up, registration ends January 29.

Celebration Committee: Cheyenne McGriff: The 2018 Wall Annual Celebration theme will be “Wall, Baby!” with Las Vegas/Casino theme on July 13 & 14. The committee will be holding an “I Hate Winter” party on February 24 in the Wall Community Center Grand Hall.

Badlands Bad River: Cheyenne McGriff: Annual meeting will be January 23 at WREA.

Small Business Development Center: Dona Leavens: Free and confidential business counseling is available every 3rd Monday of the month in the Wall Community Center. Appointments must be made in advance by calling Dona at 605-716-0015.
Retail Committee: Melanie Schull & Jenny Patterson: Thank you again to everyone who attended, volunteered or donated at the Pancake Supper held on December 6, 2017. Roughly 700 people attended the event and $2,800 in prizes were given away, all of which will stay in the Wall Community. Thank you to all who participated in the Home For the Holidays campaign, nearly $160,000 was spent in the community in just four weeks.

Wall School District: Cooper Garnos: The school has been/will be awarded with the 2017 National Title I School (Wall Elementary), 2018 National Blue Ribbon School and 2017 & 2018 Newsweek Magazine Award as one of the Nation’s Outstanding High Schools. These awards are based on student achievements, school environment, academic testing and attendance. Many school sports and activities are underway this time of year, including the One Act Play. Play performances will be January 13 & 14. An open house for senior projects will be held on January 10. New to the senior project this year, students from Chadron State College will be assisting in grading the projects.

Wall Community Library: Jonny Winn-Holsether: In December the Book Group hosted a One Book South Dakota event. The South Dakota Council of the Humanities provided a scholar to lead a discussion of the book *Kitchens of the Great Midwest*, which was the book chosen to be read by as many South Dakotans as possible in 2017. Young volunteers Ava & Nora Dinger, Faith Frink and Alexis Stephan built and decorated a Christmas tree of used books to be displayed in the library. The story time group created lovely jewel and glitter ornaments, which were displayed by the library fireplace mantel. Librarian Theresa applied for library accreditation from the South Dakota State Library, and the accreditation has been awarded. Library use has been increasing and the library is looking forward to continued growth in 2018 and beyond. Many thanks to the Chamber of Commerce for supporting and promoting the Wall Community Library.

Badlands National Park: Mike Pflam: Visitation for the 2017 year is yet to be tallied, however, it is up roughly 5% compared to 2016; which was the busiest year in the last 20 years. The park is still working on establishing a friends group. The group will be a nonprofit and possibly will conduct fund raising for the park. Anyone interested in being part of the group is to contact Mike. A Development Concept Plan is being completed at Cedar Pass. Work is moving along and the plan is to be largely complete by October 2018. Funding for possible improvements of the Cedar Pass facility may be difficult as replacing the aging infrastructure could be costly. One signature event BNP hosts each year is the Astronomy Festival; more info and dates will be set soon. The park is hoping to expand the 2018 Badlands Heritage Festival which is two day event that celebrates local history.

MMNHS: Jay Heidelberg: Visitation was roughly 530 in the month of December. Year to date visitation is approximately 144,000, which is record breaking for the site. Exciting updates to MMNHS facilities will be/are being completed.

Golden West: Jody Bielmaier: Thanks to the community for the support and cooperation during the Fiber to the Home project. Golden West Scholarship applications are being distributed and all high school seniors are encouraged to apply.

WREA: Dawn Hilgenkamp: Reminder: an overall increase of 1.9% will begin on March 1. January 18, WREA and Black Hills Energy will be partnering to host a technology expo at the Ramkota Hotel in Rapid City.

Black Hills & Badlands: Hayli Johnson: BH&B is distributing International Profile Sheet to international tour operators. The BH&B is working on the Corporate Directory which includes businesses who may not be directly related to the tourism industry but can provide services to those who are. BH&B will be representing the Black Hills and Badlands region at upcoming travel shows in various states.

Wall Rodeo Boosters: Mary Williams: Wall High School Students participating in the 20X Extreme Rodeo at the Black Hills Stock Show on January 28 are: Cash Wilson, Trey Elshere, Tate Eisenbraun, Wynn Schaack, Jaicee Williams, Emilee Pauley, Shelby Ruland, and Trista Reinert. January 10 the Rodeo Booster Club will hold a meeting to approve rodeo contracts and begin preparing for 2018 rodeos. Dates for 2018 rodeos in Wall will be: Wall Regional High School Rodeo- June 1-3; Pennington County 4-H Rodeo-June 23; and the Wall Celebration Rodeo-12-14. The National Jr. High Rodeo is in Huron June 24-30.

City Election: The upcoming joint election will be on April 10. Petitions for those interested in running for City Council will be available January 26 and will need to be returned by February 23. Terms will expire for Mayor Marty Huether and Councilmen Stan Anderson, Rick Hustead and Jerry Morgan.

Ag Appreciation Supper: Will be held February 9 in the Wall Community Center Grand Hall. More information is yet to come.

The next chamber noon luncheon will be February 12, at the Red Rock Restaurant.
**America’s Best Value Inn**  
Wall, SD  
Starting Immediately:  
*Maintenance*  
Starting April 2018:  
Full Time/Part Time/Seasonal  
*Housekeepers*  
*Laundry*  
*Front Desk Clerk*  
For more information and to apply call Joseph at 808-284-1865

**Badlands National Park**  
Anticipated Entry on Duty: May 2018  
*Park Guide: Full Time temporary positions not to exceed 1039 regular hours in a service year. Individuals will be responsible for daily visitor center operations, including providing visitors with accurate information on park resources and cultural history, as well as safety and access information for the surrounding region.*  
For more information please see [usajobs.gov](http://usa.gov).

**Badlands Trading Post/Prairie Homestead**  
*Assistant Store Manager/Office Assistant: Full Time or Part Time during the summer season. Part Time during the winter months. Duties include but are not limited to c-store ordering, running of the cash register, oversight of store staff, customer service, scheduling, lifting and sorting of c-store and gift shop inventory, general cleaning duties and assisting with day to day book work.*  
For more information contact Heidi at 605-433-5411

**Badlands Saloon & Grille**  
Starting April 2018:  
Full Time/Part Time/Seasonal  
*Line Cooks*  
*Prep Cooks*  
*Bartenders*  
*Servers*  
For more information and to apply call Joseph at 808-284-1865

**Best Wester Plains Motel Wall, SD**  
*Head Housekeeper: Full Time, year round. Looking for a hard working, reliable, trustworthy individual to fill the spot.*  
Stop in Monday through Friday to visit with Jackie or call 605-279-2145 and leave a message.

**Minuteman Missile NHS**  
*Site Manager: Full Time Regular. Seeking a Site Manager with a strong work ethic to support Eastern National’s bookstore at Minuteman Missile National Historic Site, located in Philip, SD. This is an hourly full time position.*  
For more information [https://workforcenow.adp.com](https://workforcenow.adp.com)

**3 Amigo’s Cantina**  
Starting May 2018:  
Full Time/Part Time/Seasonal  
*Prep Cook*  
*Burrito Team*  
*Janitorial*  
For more information and to apply call Joseph at 808-284-1865

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### Chamber Member Businesses Hiring

#### What can the Chamber do for YOU?

- **Network**  
  It’s not just what you know, it’s who you know. Attend chamber luncheons and mixers to extend your reach, promote your business and learn about other local businesses.

- **Voice**  
  The Chamber is the voice of business in Wall, seeking the best interests for Wall businesses on local and state levels.

- **Advertising**  
  The Chamber works with a variety of advertising agencies to market the Wall-Badlands Area outside SD. The chamber also helps members market in the community by posting news, events, and job openings in the monthly newsletter, radio news reports, email blasts and Chamber Facebook page.
Want to get involved?
There’s a committee for that!

Retail
Works to promote the “Shop Local” campaign, support local businesses and provide funding to many community events.

Tourism
Spearheads the promotion of tourism in the Wall-Badlands Area and utilizes various co-op opportunities by purchasing ads through multiple advertising agencies.

Wall Crawl
Urges Sturgis Rally-goers to gather in Wall and spend time enjoying all the Wall Badlands Area has to offer.

Celebration
Plans and promotes Wall’s Annual July Celebration! Creative thoughts and suggestions are always welcome.

Beautification
Plants and maintains the welcoming floral displays and arrangements in the community.

To become an active member in a Wall-Badlands Area Chamber of Commerce committee, please contact Kelsey Clark at the Chamber office (605) 279-2665.

We look forward to having you!

Thank you to the following members who have renewed their membership for 2018 in the month of January:

4th Ave. Floral & Gifts
Ann’s Motel
Arneson Auction Service
Black Hills & Badlands Tourism Assoc.
Crazy Horse Memorial
Cutting Edge Salon
Dave Hahn
First Interstate Bank

Jonny Winn-Holsether
Pennington County Commissioners
Red Rock Restaurant
Rod Renner
Rush Funeral Home
Welsh Motel
West River Electric Association

Welcome
Black Hills Parks & Forests
South Dakota Retailers Association
**Wall-Badlands Area Chamber of Commerce**

**2018 Board of Directors:**
Jackie Kusser—President  
Cindy Hauk—Vice President  
Jackie Heatshaw—Treasurer  
Janet Lurz  
Dawn Hilgenkamp  
Jason Leonard  
Terry Mohr  
Jonny Winn-Holsether  
Bruce Dunker

**2018 Luncheon Locations:**
Jan—Red Rock Restaurant  
Feb—Red Rock Restaurant  
March—Red Rock Restaurant  
April—Annual Meeting  
May—Wall Golf Course  
June—Wall Golf Course  
July—Wall Golf Course  
August—No Luncheon  
Sept—Wall Community Center  
Oct—Badlands Saloon & Grille  
Nov—Badlands Saloon & Grille  
Dec—Wall Community Center

The February Noon Luncheon will be held at the Red Rock Restaurant Monday, February 12.

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**2018 Wall-Badlands Area Chamber of Commerce Membership**

4th Avenue Floral  
American Legion Post 246  
Americas Best Value Inn  
Ann’s Motel  
Anderson Investments  
Arneson Auction Services  
Arrow Campground  
Ascend Ag, Inc.  
Badlands Automotive  
Badlands National Park  
Badlands Natural History Association  
Badlands Outpost  
Badlands Quilters  
Badlands Trading Post  
Bill Bielmaier  
Black Hills & Badlands Tourism Assoc.  
Black Hills Federal Credit Union  
Black Hills Parks & Forests  
Candee Kitterman  
Circle View Guest Ranch  
Common Cents  
Corner Pantry/Subway  
Crazy Horse Memorial  
Crew Agency  
Crown Oil  
Cutting Edge Salon  
Dakota Mill & Grain  
Dave Hahn  
De’s Oil & Propane  
East Pennington County Conservation  
East Pennington County Transit  
EconoLodge  
Evangelical Free Bible Church  
Farm Bureau Financial Services  
First Interstate Bank  
First Lutheran Church  
First Western Insurance Agency  
Gary Keyser  
Gold Diggers  
Golden West Telecommunications  
Hal Bailey/EDWARD JONES  
Helen Crawford  
Jitterbug Daycare  
JLJ Contracting, LLC  
Jonny Winn-Holsether  
Juanita Schroeder  
Larry Eisenbraun  
M & M Sales  
Mary Williams  
Minuteman Missile NHS  
Pathfinder Employment Services  
Pennington County Commissioners  
Pennington County Courant  
Pioneer Auto Show & Prairie Town  
Prairie Homestead  
Red Rock Restaurant & Lounge  
Robert Sharp & Associates  
Rod Renner  
Rush Funeral Home  
SanDee’s  
Singing Horse Trading Post  
Sleepy Hollow RV Park  
St. Patrick’s Catholic Church  
Sue’s Avon  
Wall Auto Livery  
Wall Building Center & Construction  
Wall Car Care Center  
Wall Community Center  
Wall Dairy Queen  
Wall Drug Store  
Wall Food Center  
Wall Golf Association  
Wall Health Services  
Wall Meat Processing Plant  
Wall Motel  
Wall Rodeo Booster Club  
Wall School District 51-5  
Wall United Methodist Church  
Walker Refuse  
Welsh’s Motel  
Wasta Bar  
Wheelin’ to Wall

2018 Memberships are past due, please be sure to pay your dues ASAP. If you or someone you know is interested in become a Wall-Badlands Area Chamber of Commerce member please contact the chamber office at 279-2665.

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**GOLD MEMBERSHIP INVESTMENTS**

**WEST RIVER ELECTRIC ASSOCIATION**