



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

February 2020
Volume 20: Issue 2

Schedule of Events

February 2
VFW BINGO
2 PM, WCC

February 3
Wall City Council Meeting
6:30 PM, WCC

February 10
Chamber Luncheon
Noon, Red Rock

February 13
Valentine's Dance
6:30 PM, WCC

February 16
VFW BINGO
2 PM, WCC

February 17
Presidents Day
Wall City Offices CLOSED

February 20
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.

Great Faces & Great Places

Chamber Board President Dustin Curr and I attended the 2020 South Dakota Governor's Conference on Tourism January 21-23. The Conference offered 3 jam-packed days of sessions and workshops where we heard from some of the finest minds in hospitality, marketing, research, leadership and more. At the Conference, Dustin and I had the opportunity to meet and network with professionals from across our state as well as meet with state legislators to discuss topics that affect the tourism industry and the Wall area.

This Conference offered an incredible opportunity to share ideas and learn new ways to make tourism even stronger in our area. Not only that, the Conference offered a wide variety of workshops for professional growth. Some of the sessions and events we attended:

- **TOURISM DAY AT THE CAPITAL/ LEGISLATIVE RECEPTION**– An opportunity to share the message of "Why Travel Matters" as well as say 'Thank You' to our state legislators.
- **TO ALL THE ECONOMISTS I LOVED BEFORE**– A detailed discussion regarding global, national and regional economic performance using the most current data available.
- **CELEBRATE! LESSONS LEARNED FROM THE WORLD'S MOST ADMIRED ORGANIZATIONS**– Create a culture of innovation and celebration to increase productivity, better team performance and more engaging events.



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Wall Satellite Office

Date: February 5 & 19
Hours: 9 AM– 11:30 AM
& 12:30 PM– 3:30 PM



- **TOURISM BRIEFING LUNCHEON**– It was another busy and exciting year for the Department of Tourism as they worked to highlight the Great Faces and Great Places of South Dakota. Despite obstacles such as flooding and unruly weather Secretary of the South Dakota Department of Tourism, Jim Hagen, was happy to announce the 10th year of growth for tourism in our state!
- **THE POWER OF OPTIMISM**– A motivational session about how to create environments that enable optimism to take root and flourish - bringing out the best in people and organizations.
- **BRAND USA'S INTERNATIONAL MARKETING AND OUTLOOK STRATEGY**– An update from our country's official DMO (Destination Marketing Organization) about their efforts to bring international visitation to the United States.
- **SD DEPARTMENT OF TOURISM 2020 MARKETING**– An in-depth look at the state's 2020 marketing efforts — how consumer insights and advanced data efforts drive the departments strategy.
- **7 HUMAN BEHAVIOR HACKS THAT INCREASE ENGAGEMENT AND RESPONSE**– Decision science will soon have a game-changing effect on how marketers communicate. Up to 95% of consumer purchase decisions are made subconsciously, but these automatic behaviors can be prompted based on how we create ads and emails, design webpages, structure offers, write content, etc.

I cannot wait to share and apply all the information we learned at the 2020 South Dakota Governor's Conference on Tourism to benefit our Chamber and our Community this year. Thank YOU for being one of the Great Faces and Great Places South Dakota has to offer!

Kelsey Clark
Executive Director



Wall-Badlands Area Chamber of Commerce Executive Director, Kelsey Clark, has been elected to serve on the Executive Committee of the Black Hills and Badlands Tourism Association Board of Directors.

Wall-Badlands Area Chamber of Commerce Meeting Minutes

January 13, 2020

Noon Luncheon

Red Rock Restaurant

Wall-Badlands Area Chamber of Commerce Board President Dustin Curr called the meeting to order. Chamber Member Kari Welsh led the Pledge of Allegiance. Rick Hustead moved to approve meeting minutes from the December Chamber Luncheon. Second made by Greg Olsen. Motion carried. Those in attendance reviewed the December Treasurer's Report and Dustin Announced upcoming events.

Wall-Badlands Area Chamber of Commerce: Kelsey Clark: The Chamber Retail Committee hosted the Pancake Supper on December 11 at Wall Drug. Thank you to all those who attended the supper, donated to Country Cupboard Food Pantry, and volunteered to cook, serve or clean. A special thank you to Wall Drug Store for again allowing the supper to be held in their café, supplying food and offering their top-notch staff for the event. The committee is happy to report that more than 700 people attend the 2019 Pancake Supper. The Chamber Board of Directors judged the nominees for the Holiday Lighting Contest the week of December 16-20; 1st place winner was David Ermish, 2nd place winner was Windy Edge Homestead and 3rd place winner was Rachel McConaghy. Thank you to all those who participated or nominated someone for the Lighting Contest. The Chamber Holiday Sweepstakes ended on December 31; 26 lucky winners were drawn via Facebook Live Video on January 3. Through the Chamber Holiday Sweepstakes, a recorded \$336,000 was spent at Chamber Member businesses! Thank you to all the Chamber Member Businesses who participated in the Sweepstakes. A Legislative Cracker Barrel will be held on January 20 at Noon in the Wall Community Center Meeting Room.

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Kelsey will be attending the South Dakota Governor's Conference on Tourism will be held January 21-23. The November Dashboard was distributed and those in attendance reviewed the information. Thank you to all the members who have renewed their Chamber membership for 2020, please take a few minutes to review your business listing on wall-badlands.com and contact the Chamber office with any updates. Board President Dustin Curr added that the Chamber is working on updating the Chamber brochure which is sent to people all over the world who are planning a trip to the Wall Badlands Area.

City of Wall: Marty Huether: Sales tax is up and the city is hoping for another good year. The development of an industrial park is moving as fast as possible. The city will wait until spring to make a decision about taking over South Boulevard.

Wall Economic Development: Liliya Stone: WEDC has implemented a Moving Expense Program which will offer incentives for people moving to town to work. WEDC will be hosting a booth at the Stock Show again this year, if anyone is interested in volunteering at the booth please contact Lily.

Badlands National Park: Mike Pflaum: Mike Introduced Milt Haar as the New Chief of Resources for Badlands National Park as well as Minuteman Missile National Historic Site. Visitation for December and the 2019 year will be announced in a Press Release. The Ben Reifle Visitor Center is open daily from 8 AM – 4 PM. The park is looking forward to another busy summer full of programs and events.

Minuteman Missile NHS: There was a legislative reception held in Pierre in conjunction with the Minuteman Missile exhibit that is currently being displayed there.

Rodeo Booster Club: Mary Williams: The 20X Extreme Rodeo will be held on February 2 in conjunction with the Black Hills Stock Show; 5 students from Wall will be participating in the rodeo. At the last meeting of the club, contracts were sent out for rodeo stock. The Pennington County 4-H Rodeo will be held on May 30 and the Regional HS Rodeo will be held the week after.

Wall School District: Dan Baldwin: Students at the school started the 2nd semester today. It is a busy season for student athletes in basketball, gymnastics and wrestling. Karol Patterson was named the State Cross Country Coach of the Year. The School gathered input and is creating goals for the district; goals could include facility planning.

Creative Community Concepts: Patty Coleman: The group hosted a middle school dance on January 10. 52 kids attended the dance out of 75 middle school students in Wall. Creative Community Concepts will host a Family Valentines Dance on Thursday, February 13 from 6:30 PM-9 PM in the Wall Community Center. In March, the group will be hosting a Talent Show.

Golden West: Greg Olsen: Scholarships will be coming out soon for High School Seniors, information will be available at the school. Scholarship applications are due March 16. The Best Deal of the Year for upgrading internet speeds is coming to an end. Thank you, to all Golden West customers, for your business.

First Interstate Bank: Pam Johnson: The Ag Appreciation Supper will be held on January 24; invitations for the supper have been sent out and the group expects to serve between 400 and 500 people. The First Interstate Bank Scholarship is available on the bank's website. The Greater Wall Fund Scholarship information is available at the school. Scholarships from the SD Bankers Association can be found on the association's website.

West River Electric: Dawn Hilgenkamp: There will be 6-\$1,000 scholarships and 5-\$500 scholarships available to the 2020 high school graduates of WREA customers. The Youth Tour in Washington D.C. will be held June 18-25. Students can apply for WREA to cover the cost of transportation, room and board by writing a paper about what it means to be an American.

With no other businesses, Anne Jo Spotted Bear moved to adjourn the meeting. Second made by Tracie Crawford. Motion carried.

What can the Chamber do for YOU?

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.



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. The Chamber hosts Cracker Barrels to allow members to ask questions concerning legislative issues.



Badlands National Park To Increase Entrance Fees

Interior, SD – In order to bring fees in line with other similar national parks throughout the United States for national consistency, and as a part of the ongoing efforts to address aging park infrastructure and improve visitor experience, Badlands National Park will increase its entrance fees **beginning on** January 2, 2020. Park entrance fees will be \$30/vehicle; \$25/motorcycle; and \$15/individual. The Badlands Annual Pass will be \$55.

“This increase in fees will allow us to continue to protect, preserve, and share the special places here at Badlands with current and future generations,” said Park Superintendent Mike Pflaum.

A majority of the fees are kept locally and have supported a wide range of projects that improve the park visitor experience, including rehabilitating trails and trailhead signs, developing and installing exhibits in visitor centers, improving park water systems, providing ranger-led programs and improving accessibility in compliance with the Americans with Disabilities Act.

Additional revenue from this fee increase will contribute to continued support of the public fossil preparation lab, improved accessibility to visitor center displays, printing of the park map & newspaper, improved wayside exhibits, update Cedar Pass Campground water system, as well as upkeep of roads, trails, and visitor facilities. By policy, fee revenue must be used for deferred maintenance projects and for programs that have direct benefit for park visitors.

Badlands Quilters of Wall, South Dakota

2020 Quilt Weekend Getaway

March 13 & 14

Wall Community Center & Wall United Methodist Church

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

MAKE YOUR MOVE TO WALL.
WE CAN HELP.

New Worker Relocation Program

The New Worker Relocation Program provides assistance to individuals who move to Wall to work full-time for in-town employers. Eligibility for the program begins on January 1, 2020.

- **MOVING EXPENSES REIMBURSEMENT OF \$750,00**
- **WAIVED WATER UTILITY DEPOSIT THROUGH THE CITY OF WALL**
- **WAIVED ELECTRICITY DEPOSIT THROUGH WEST RIVER ELECTRIC ASST.**

Contact us:
Call Liliya Stone at 605-279-2658
walled@gwrc.net
Drop by:
501 Main St., Wall, SD



Valentine's Day Tea Party

When: February 15th, 2020

Where: St. Patrick's Church Hall

Time: 1-3pm

Who: Ladies and little girls

Come for an afternoon of sweet treats and entertainment

Teas and goodies will be provided!

Proud Sponsor of These Community Events & Organizations



Ag Appreciation Supper
Prom Banquet
Quilt Show
Chamber Annual Meeting & Banquet
Easter Egg Hunt
Spring Clean Up
City Wide Yard Sale
4-H Rodeo
Wall Regional HS Rodeo
Shrine Circus
Annual Wall Celebration
Celebration Rodeo
HOBY Leadership Seminar
Play Days
Wall Crawl
Wall in the Fall
Wheelin' to Wall
Chamber Homecoming Appreciation Supper
Pancake Supper
Chamber Holiday Sweepstakes
Holiday Lighting Contest
Country Cupboard Food Pantry
Wall Area Booster Club
Wall Beautification

TOTAL \$46,825



Find *Love* in all the
LOCAL places.

SHOP LOCAL. BUY LOCAL.

Wall-Badlands Area Chamber of Commerce Retail Committee



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 February Noon
Luncheon will be held
Monday, February 10
at the Red Rock
Restaurant.**

2020 Wall-Badlands Area Chamber of Commerce Membership

4th Ave. Floral & Gifts
Agro Eco Power
American Legion Post 246
Americas Best Value Inn
Anderson Investments
Ann's Motel
Arneson Auction Services
Arrow Campground
Ascend Ag, Inc.
Badlands Automotive
Badlands Cedar Pass Lodge
Badlands Harley-Davidson
Badlands Helicopters
Badlands Inn
Badlands Motel & Campground
Badlands National Park
Badlands Natural History Association
Badlands Outpost
Badlands Quilters
Badlands Saloon & Grille
Badlands Trading Post
Badlands White River KOA
Best Western Plains Motel
Bethel Church
Bev Dartt
Bill Bielmaier
Black Hills & Badlands Tourism Assoc.
Black Hills Federal Credit Union
Black Hills Parks & Forests
Candee Kitterman
Circle View Guest Ranch
Common Cents
Community Education of the Black Hills
Corner Pantry/Subway
Cornerstone Industries
Country Cupboard Food Pantry
Crazy Horse Memorial
Creative Community Concepts
Crew Agency
Cristina Nesseth
Crown Oil
Cutting Edge Salon
Dakota Mill & Grain
Dakota Safaris
Dakota Sky Stone

Dawn Hilgenkamp
Days Inn
De's Oil & Propane
Deni Amundson
East Pennington County Ambulance Dist.
East Pennington County Conservation Dist.
East Pennington County Transit
EconoLodge
EDWARD JONES/Hal Bailey
EDWARD JONES/Tyler T. Trevillyan
Evangelical Free Bible Church
Farm Bureau Financial Services
First Interstate Bank
First Lutheran Church
First Western Insurance Agency
Frontier Cabins
Gold Diggers
Golden West Telecommunications
Harlan & Lori Walker
Helen Crawford
Hillcrest Motel
Independent Mary Kay Director, Judy Harvey
Juanita Schroeder
Jonny Winn
Karen Soderquist Team/ ReMax Results
Kari Welsh
Keith Bagley
Larry Eisenbraun
M & M Sales
Mary Williams
Mike Nesseth
Minuteman Missile NHS
Niki Mohr
Pathfinder Employment Services
Pat Hustead
Patty Coleman
Penn.-Jackson Farm Bureau
Pennington County Commissioners
Pennington County Courant
Pioneer Auto Show & Prairie Town
Prairie Homestead
Quinn VFW
Red Rock Restaurant & Lounge
Robert Sharp & Associates
Rod Renner

Rush Funeral Home
Sarah Hustead
Schaeffer's Specialized Lubricants
Shearer's Western Dakota Ranch Vac.
Singing Horse Trading Post
Sleepy Hollow RV Park
St. Patrick's Catholic Church
Stacy Kitterman
Sue's Avon
Sunshine Inn
Super 8
SWIFTEC Inc.
Terry Mohr
Tessa Gewerth
Thompson Tactical
Triangle B&B
Treat U Boutique
USDA Forest Service/Natl. Grasslands
Vintage Soule Salon & Boutique
Wall Auto Livery
Wall Building Center & Construction
Wall Community Library
Wall Dairy Queen
Wall Drug Store
Wall Eagles Live/Live Ticket
Wall Economic Development
Wall Food Center
Wall Golf Association
Wall Meat Processing Plant
Wall Motel
Wall Regional Medical Clinic
Wall Rodeo Booster Club
Wall School District #51-5
Wall United Methodist Church
Waste Connections
Windy Edge Homestead
Welsh's Motel
Wheelin' to Wall
Wounded Knee Museum

**2020 Chamber Memberships are
past due, please pay your
Membership fee as soon as
possible.**