

Gen. George C. Meade

Bear Butte

Meade County News

PROVIDING NEWS FOR: Sturgis and Meade County, including Faith, Union Center, Red Owl, White Owl, Enning, Howes Corner, Mud Butte, Fairpoint, Plainview, Elm Springs, Box Elder, Piedmont, Summerset, Marcus and Maurine and everything in between.



Sturgis Scoopers

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VOL. 1 ISSUE 5

Sturgis, SD Thursday June 18, 2026

Live & Online

Sturgis Community Center Theater to Present "Cinderella"

The Sturgis Chamber

Ahhh, Cinderella. One can't help but love this show, with music by Richard Rodgers and book and lyrics by Oscar Hammerstein II presented by arrangement with Concord Theatricals.

All the favorite songs are in this 'Enchanted Version' of the well-loved story. The fairytale begins with the decision to give a ball to find a bride for Prince Christopher. Thus, Cinderella is tasked with making her stepmother and her two stepsisters beautiful for the ball.

Although she can't go, Cinderella remains happy and sings the beautiful "In My Own Little Corner" song.

In the next scene, we find the Queen and King arguing about the purpose of the ball, but the preparations continue.

Cinderella is left alone until her Fairy Godmother appears and with her "fol-de-rol" and "fiddley dee," Cinderella is

transformed for the ball. "Impossible" become possible.

The ball is the ball that everyone remembers from their storybooks, and soon Cinderella must flee at midnight leaving her slipper for the Prince to find.

The Prince sets out to find his love, but hardly recognizes Cinderella in her sooty clothes and dirty face. She is embarrassed and tries to leave. Will this version end differently?

Come see the show and find out the answer.

Cinderella will be presented at the Sturgis Community Center Theater, located at 1401 Lazelle St.

Show times are Thursday, June 18th, at 7:00pm

Friday, June 19th, at 7:00pm

Saturday, June 20th, at 7:00pm

Sunday, June 21st, at 2:00pm

Admission is \$20 for adults and \$10 for students. Cash or check only at the door.



The cast rehearsing for the Sturgis Community Center production of "Cinderella"

Sturgis Music on Main

Music on Main Sturgis Chamber

Week 2 of Music on Main may have been windy, but a little weather will never slow us down!

This week, we had over 220 registered bike racers!

Thank you to the Loud American Sturgis for allowing us to move the event to your venue!

A huge thank you to First National Bank for being this week's Title Sponsor!

We'd also like to thank Hot City Soul for playing some great tunes!

And, of course, thank you to everyone who came out and supported the event. We can't

wait to see you next week!

Wednesday nights June through September 2026!

The Sturgis Area Chamber of Commerce & Visitors Bureau is excited to continue the popular Music on Main concert and race series in 2026! We're amping up the music, vendors, activities, and races, as well as expanding to 10 nights this year from 6pm to 9pm nightly. Get ready for more races, new music, and your favorite eats and drinks all season long!

2026 Event Dates

Music on Main is tentatively scheduled to take place the following Wednesday nights in 2026:

- Wednesday, June 10th 6pm-9pm: The RathCo
- Wednesday, June 17th 6pm-9pm: Hot City Soul
- Wednesday, June 24th 6pm-9pm: Minority Falls
- Wednesday, July 1st 6pm-9pm: Rowan Grace
- Wednesday, July 8th 6pm-9pm: Tyler Bills
- Wednesday, July 15th 6pm-9pm: Brandon Jones
- Wednesday, July 22nd 6pm-9pm: JJ Kent
- Wednesday, July 29th 6pm-9pm: Black Hills Soul
- Wednesday, August 26th 6pm-9pm: The Caron Brown Band
- Wednesday, September 2nd 6pm-9pm: Flannel (also the Community Picnic and our Nonprofit Fair Night; no food trucks!)



Rural South Dakota Deserves Better

By Kristi Hine True
Dakotan Editor / Publisher

When a newspaper takes eight days to travel from Wessington Springs to Alpena, we have a problem.

Not a newspaper problem or a publisher problem, but a larger problem that affects much of rural South Dakota.

This week, South Dakota News Watch published an in-depth look at postal delivery challenges across our state (it is also published in this print and e-edition on PAGE FIVE). The reporting confirmed what many rural residents, businesses and newspaper publishers have been saying for years: mail service is becoming slower, less predictable and increasingly unequal depending on where you live. The data revealed significant

is being administered by ABV agency of Atlanta GA.

The council would be asked to approve agreement and final details wld be inserted for a final approval.

"Participation in the Paint the Nation initiative will allow Sturgis to be featured as South Dakota's representative community on the national stage," said Schere.

The city will retain final approval for the artwork before it's installed. The mayor will

Mural Contd. A2

differences in on-time delivery rates between more populated areas of South Dakota and many rural ZIP code regions.

In other words, the frustrations many of us have experienced are not isolated incidents. They are part of a larger trend.

In a recent survey conducted by the South Dakota News-Media Association, I shared examples from right here in our coverage area. What was once a one-day delivery from Wessington Springs to Gann Valley, just 24 miles away, had stretched to a week. To help ensure readers and advertisers receive their newspapers in a timely manner, for months I've been meeting a postal employee halfway between the two communities and hand-delivering bundles myself.

In another recent case, a newspaper mailed from Wessington Springs took eight



Kristi Hine

days to reach Alpena, a community less than 18 miles away.

A newspaper mailed from Wessington Springs often arrives more quickly in some locations hundreds of miles away than it reaches a neighboring town.

That is not the level of service rural residents deserve.

To be clear, this is not a criticism of our local postal employees. The people working in our local post offices care deeply about the communities they serve and are doing the best they can within a system they did not create. The problem is larger than any one employee or post office. It stems from decisions made far from rural South Dakota by people who may never fully understand the realities of life in smalltown America.

In fact, many of us saw this
SD Deserves Contd. A3

Council Approves Rally Mural

Brandon Bennett

news@MeadeCountyNews.com

STURGIS -- The Sturgis City Council approved a mural designed to celebrate the 250th birthday of America that would be located at Harley Davidson Rally Point Plaza.

The request came from Sponsorships Director Lance Schere at its meeting June 15th.

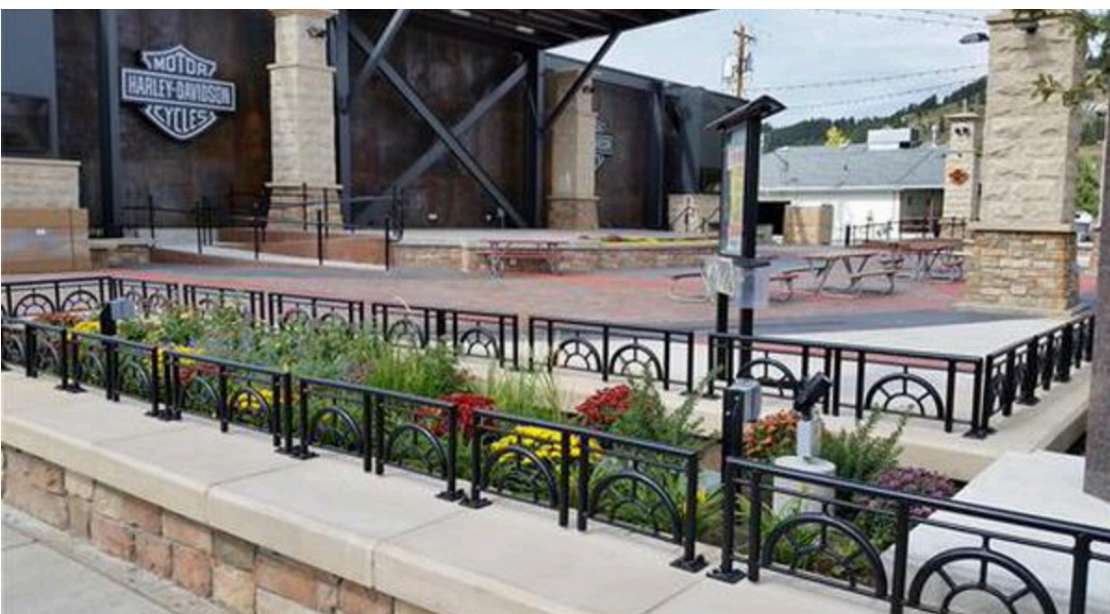
"This year marks the 250th anniversary of the founding of

the United States and in recognition of this national milestone the Coca Cola company is celebrating with nationwide public art initiative Paint the Nation Mural Program," said Schere.

Coca Cola is planning murals in all 50 states and Sturgis was chosen for the site of the mural in South Dakota.

The mural will be custom designed with a temporary wall structure with a substrate that will hold the mural. The project

Newest Addition to the Downtown Corridor



This beautiful plaza is the newest addition to the downtown corridor. The plaza is a celebration of the long-term partnership between Harley-Davidson and the City of Sturgis. Courtesy Photo

Committee and Board Appointments named For the City of Sturgis

Legal & Finance Committee

- Mayor Rod Bradley
- Council President Tony Dargatz

- Councilman Alex Usera
- Councilman Mark Chaplin
- Councilman Terry Keszler

Infrastructure Advisory Committee

- Councilman Jesse Blake-man

- Councilman Mark Chaplin
- Councilman Terry Keszler
- Councilman Terry Jensen Rally & Events Committee
- Councilman Terry Jensen
- Councilman Alex Usera
- Councilwoman Ruth Nichols

Ordinance Review Committee

- Council President Tony Dargatz

- Councilwoman Ruth Nichols

- Councilman Terry Keszler
- Councilman Jim Thompson

- Councilman Jesse Blake-man

Board and Organizational

Appointments

- Sturgis Area Chamber of Commerce: Ruth Nichols
- Sturgis Economic Development Corporation (SEDC): Jim Thompson

- Transportation Advisory Board: Geody VanDewater
- Sturgis Motorcycle Museum: Lance Scherer
- Sturgis Rally Charities: Terry Keszler

- Sturgis Senior Center: Jim Thompson
- Black Hills Council of Local Governments: Rod Bradley
- Prairie Hills Transit: Rod Bradley

- Planning & Zoning Commission: Tony Dargatz
- Parks Board: Mark Chaplin

- Municipal Utility Board (MUB): Terry Keszler
- Library Board: Terry Keszler

- Business Improvement District (BID) Board: Alex Usera
- Hotel Business Improvement District (HBID) Board: Jim Thompson



Mural Contd. from A-1

the one who negotiates final agreements with the agency. Scheduling would make it possible to install the mural before the Rally. The mural will cost the city nothing. But, Ward 1 councilor Alex Usera asked what been worked out with the sponsors if Music on Main and the Christmas Tree Lighting Ceremony. Schere told him there would be an impact on those sponsors and signage for some events and they've talked with them about relocating signage. Ward 2 councilor Ruth Nichols asked if the mural would be permanent and Schere told her the mural would be

removed after one year. But... "Why Rally Point? Why did they specifically say they want it at Rally Point," she asked. Schere said it was because Rally Point is the center of the city by legendary Main Street and draws a lot of attention. But Nichols stated she was concerned about finding the balance between people and events happening year round and the businesses and the rally. She continued by asking if Coke has done any research on where people actually are during the rally because she's checking into where visitors spent the most time during the event. "I'd like to know where they spend their time and if it's

Cinderella Rehearsal Pics

actually Rally Point because if they're wanting to have it where it's in front of people, I'm curious if there's another spot where they spend more time," she said. She suggested tabling it until more information is gathered. City administrator Aaron Jordan weighed in on the discussion, saying it seems the company is looking past the rally by having the mural up for year. Nichols and Jordan traded comments over the word disruption when it comes to impacts on local sponsors of various events at Rally Point. "I think we can find a balance between the small businesses and big ones like

Coke. Is there a way to incorporate this national program along with local events and sponsorships we have? Maybe the answer is no, then maybe the answer for the council is not to support this endeavor," said Jordan. Executive Director of the Sturgis Area Chamber of Commerce and Visitor's Bureau Veronica Grosek was asked her opinion on the mural and... "We do host quite a few events at Rally Point as you know, and I believe this would disrupt how we promote our sponsors for those events but I also feel that there could be some workable solutions like Aaron said," said Grosek. She reminded everyone

that sponsors like to have their banners up behind the band on stage and would have to find other locations for those and for the final four events, the sponsors would find it disruptive to have to relocate the banners. In the end, Mayor Rod Bradley stated he still would like more input than what was received and facilitate that to be sure. Ward 3 councilor Mark Chaplin made the motion to approve and it was seconded by Ward 4 councilor Terry Jensen. The motion passed 7-1 with Ward 2 councilor Ruth Nichols voting no. Final approval of the artwork will be coming in a few weeks.

Sturgis Downtown Events

MON-22nd
Monday Breakfast at the Senior Center
 June 22 @ 8:00 am - 9:00 am
 Meade County Senior Citizens Center 919 Harley Davidson Way, Sturgis, United States
 Enjoy a great start to your week with our freshly baked caramel rolls and now our hearty biscuits and gravy with sausage, served every Monday at 8:00 am. Caramel rolls are just \$3.50 for members and \$4.50 for guests. Pair your roll with a cup of coffee for a \$1.00 donation. Biscuits and gravy options:
 MON-22
Unearth a Story! Cookie Excavations
 June 22 @ 4:00 pm - 5:00 pm
 Sturgis Public Library 1040 Harley-Davidson Way, Sturgis, SD, United States
 Pretend to be an archaeologist at the Sturgis Public Library on Monday, June 22nd at 4pm. Carefully unearth chocolate chips from cookies using archaeologist-like tools.
 MON-22nd
BINGO FOR BOWL-ING!!!
 June 22 @ 5:00 pm - 8:00 pm
 Sturgis Veterans Club 868 Main ST, Sturgis, SD, United States
 Please join us in getting Arianna to Junior GOLD Nationals in Minneapolis. All proceeds go to Travel expenses. This is the LAST BINGO FOR BOWLING FUNDRAISER EVENT and the night for the Vegas Drawing.
 WED-24th
Sturgis Music on Main
 June 24 @ 6:00 pm - 9:00 pm
 Sturgis Music on Main is BACK for the 2026 season! Join us Wednesdays from June through September for a unique blend of live music, mountain bike races, food and drink vendors, and family fun! 2026 Dates include June 10th, June

17th, June 24th, July 1st, July 8th, July 15th, July 22nd, July 29th, August 26th.
 THU-25th
Unearth a Story! Family Hike
 June 25 @ 10:00 am - 12:00 pm
 Sturgis Public Library 1040 Harley-Davidson Way, Sturgis, SD, United States
 Spot the raptors hiding at the Sturgis City Park with the Sturgis Public Library on Thursday, June 25th at 10am. Bring water and sunscreen.
 SAT-27th
Black Hills Renaissance Festival
 June 27 - June 28
 Kickstands Bar & Grill 13014 Pleasant Valley Rd, Sturgis, SD, United States
 Black Hills Renaissance Festival will take you on a magical tour through time and legend - 16th Century Style. Enjoy music, Renaissance themed entertainment and games.
 SAT-27th
Unearth a Story! Family Dino-Trivia
 June 27 @ 1:00 pm - 3:00 pm
 Sturgis Public Library 1040 Harley-Davidson Way, Sturgis, SD, United States
 Join the Sturgis Public Library on Saturday, June 27 at 1pm and bring the team to Sturgis Brewing Company to test your knowledge of dinosaurs. Prizes will be awarded.
 SUN-28th
Northern Hills Community Band Concert
 June 28 @ 7:00 pm - 8:00 pm
 Harley Davidson Rally Point 985 Harley-Davidson Way, Sturgis, SD, United States
 Once again, the Sturgis Area Arts Council is pleased to help sponsor the Northern Hills Community Band as they present two summer concerts in Sturgis. The Northern Hills Community Band, which is made up of volunteer musicians from the Northern Hills area, plays a wide variety of selections ranging from marches to show tunes.

MON-29th
Monday Breakfast at the Senior Center
 June 29 @ 8:00 am - 9:00 am
 Meade County Senior Citizens Center 919 Harley Davidson Way, Sturgis, United States
 Enjoy a great start to your week with our freshly baked caramel rolls and now our hearty biscuits and gravy with sausage, served every Monday at 8:00 am. Caramel rolls are just \$3.50 for members and \$4.50 for guests. Pair your roll with a cup of coffee for a \$1.00 donation. Biscuits and gravy options:
Sturgis Music on Main
 July 1 @ 6:00 pm - 9:00 pm
 Sturgis Music on Main is BACK for the 2026 season!

Join us Wednesdays from June through September for a unique blend of live music, mountain bike races, food and drink.
 THU- July 2nd
Armchair Travelers Book Club
 July 2 @ 12:00 pm - 1:00 pm
 Armchair Travelers Book Club will meet in the Lushbough Room of the Sturgis Public Library at 12:00 noon on Thursday, July 2nd, to share books by Kristin Hannah. The group.
 MON-July 6th
 Monday Breakfast at the Senior Center
 July 6 @ 8:00 am - 9:00 am
 Meade County Senior Citizens Center 919 Harley Davidson Way, Sturgis, United

States
 THU-18
City of Sturgis City Council Meeting
 October 7, 2024 @ 6:30 pm - 8:30 pm
 Sturgis City Hall 1040 2nd St, Sturgis, SD, United States
 Regular meetings of the City of Sturgis City Council take place on the 1st and 3rd Mondays of each month (in the event of a Monday holiday, the meeting will
 WED-8
Sturgis Music on Main
 July 8 @ 6:00 pm - 9:00 pm
 Sturgis Music on Main is BACK for the 2026 season! Join us Wednesdays from June through September for a unique blend of live music, mountain bike races, food and drink .

Uber and Lyft Authorized to Operate in Sturgis

Brandon Bennett
 news@MeadeCoNews.com
 Uber and Lyft can operate in Sturgis, they must have a taxi cab license from the city. In 2024, the city repealed any restrictions on Uber and Lyft when they repealed Chapter 37.03: Transportation Network Company Driver Registration & Regulation. ORDINANCE 2024-01 AN ORDINANCE TO REPEAL STURGIS MUNICIPAL CODE (SMC) CHAPTER 37.03 - TRANSPORTATION NETWORK COMPANY DRIVER REGISTRATION & REGULATON BE IT ORDAINED by the Common Council of the City of Sturgis, Meade County, South Dakota that Chapter 37.03: Transportation Network Company Driver Registration &

Regulation be repealed. WHEREAS the City of Sturgis has the power to enact and repeal ordinances and exercise jurisdiction over all territory within its corporate limits for the purpose of promoting the health, safety, morals, and general welfare of the community pursuant to state statute, including but not limited to SDCL §§ 9-19-3, 9-29-1, and SDCL Title 9 Generally; and WHEREAS the City additionally has statutory authority under SDCL § 32-40-23 to regulate Transportation Network Companies (TNCs) within the City; and WHEREAS the City of Sturgis adopted provisions regulating TNCs operating within the City; and WHEREAS as a result of the TNC provisions, the TNCs have blocked the City of Sturgis from their respective apps; and

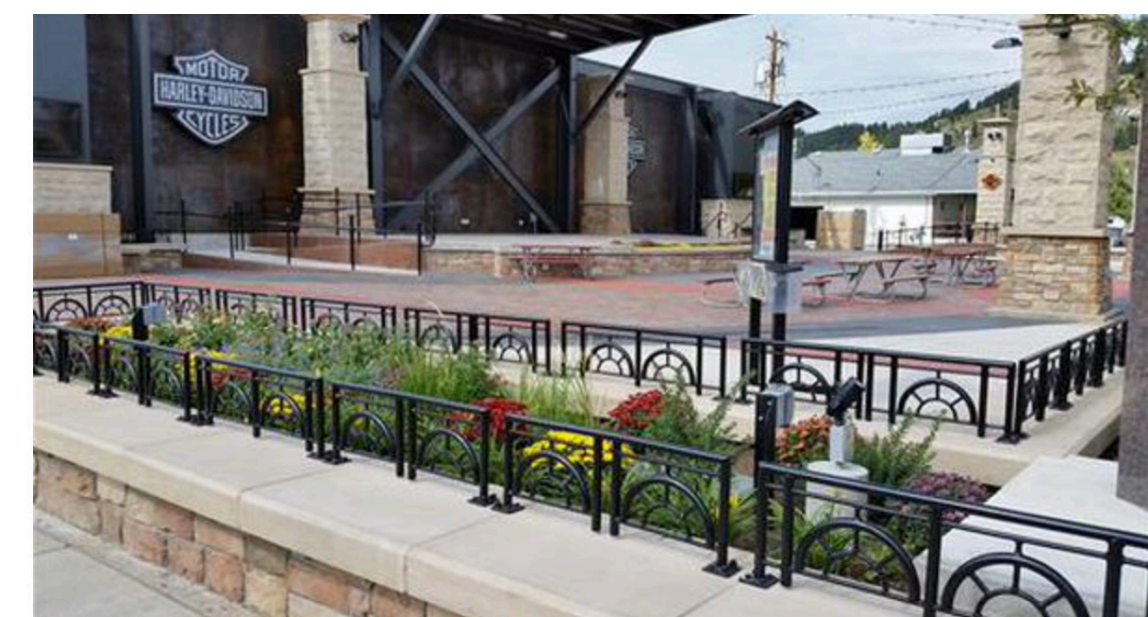
WHEREAS the Sturgis Common Council finds the state statutory regulations under SDCL Chapter 32-40 sufficiently regulates TNCs operations, and sufficiently protects the health, safety, morals, and general welfare of the community; and WHEREAS the Sturgis Common Council desires to open TNC operations within the City; and WHEREAS the Sturgis Common Council deems it to be in the City's best interests to repeal Chapter 37.03 of the Sturgis Municipal Code. NOW, THEREFORE, BE IT ORDAINED BY THE CITY OF STURGIS that Chapter 37.03 of the Sturgis Municipal Code is hereby repealed in its entirety. Thanks to Deb Holland with the city of Sturgis.

Council Approves Rally Street Closures

Brandon Bennett
 news@MeadeCoNews.com
 STURGIS -- It should be noted that after decades of organizing traffic control and flow, Public Works Director Rick Bush still seeks approval from the city council to close Main Street for the Sturgis Motorcycle Rally. He did just that at the June 15th meeting with Resolution 2026-28 to close streets.

"So we'll close Main at 2 a.m. August 7th until 2 a.m. August 16th. This includes traffic management, planning traffic conduits, towing, fire lanes and the overall game plan," said Bush. The plan includes temporary traffic controls like signs and barriers that will help keep traffic flowing. The council approved the resolution unanimously.

Newest Addition to the Downtown Corridor



The plaza features two large screen TV's, two fireplaces, a stage, programmable lighting and a great sound system.

SD Deserves From A-1 coming.

When the United States Postal Service announced plans to downgrade the Dakota Central processing facility in Huron in 2024, I urged readers to voice their opposition. At the time, I worried the changes would result in slower delivery throughout our region. Unfortunately, those concerns have proven to be true.

Last fall, I traveled to Washington, D.C., alongside fellow South Dakota publisher Molly McRoberts and South Dakota NewsMedia Association Executive Director Dave Bordewyk to meet with members of South Dakota's congressio-

nal delegation. Postal delivery challenges were among the key issues we discussed with Sen. John Thune, Sen. Mike Rounds and Rep. Dusty Johnson. We shared stories from communities like ours because reliable mail service remains essential infrastructure in rural America.

And while newspapers often become the most visible example of delivery problems, they are hardly the only ones affected.

When mail slows down, prescriptions, payments, important legal documents and bills arrive late. Businesses wait longer to connect with customers and rural residents are left wondering when, or if, that important

something will show up in their mailbox.

The True Dakotan has adapted to changing times. We continue to invest in our website, e-edition, email newsletters and social media platforms. We recognize that readers consume information in many different ways, and digital delivery will continue to play an important role in our future.

But many of our readers still love receiving a printed newspaper in the mail. They enjoy reading it at the kitchen table with their morning coffee. They clip photos of kids and grandchildren, save stories about community milestones and pass issues along to family members

and friends. For many of our readers, the printed newspaper remains an important connection to local news and community life.

The challenges facing local newspapers are well documented. Rising printing costs, increasing postage rates and changing advertising habits have forced publishers across the country to make difficult decisions. I have experienced those realities firsthand, including the difficult decision to list my Main Street building for sale in order to strengthen the longterm sustainability of the newspaper.

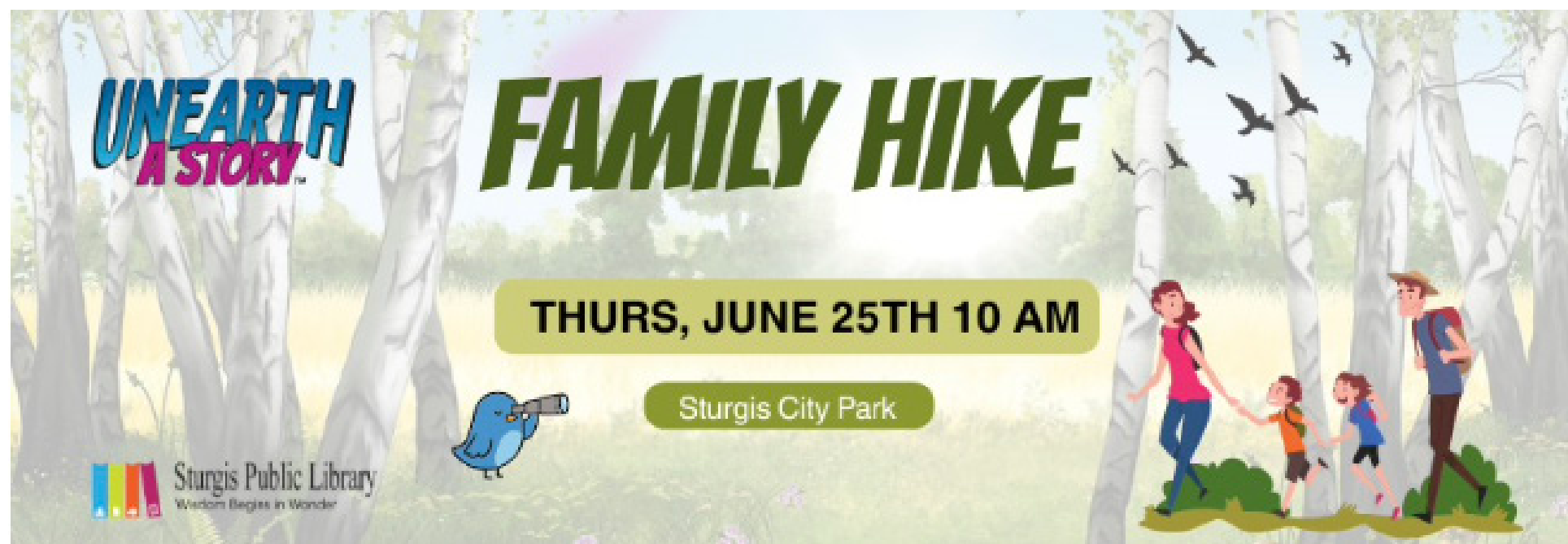
Yet through all those challenges, one thing has not

changed: the importance of local journalism and the communities it serves.

It is a record of our communities. It tells the stories of our neighbors, holds government accountable, celebrates accomplishments, chronicles history and helps connect people to one another.

Rural South Dakotans pay the same postage rates as everyone else. They deserve the same level of service. The News Watch reporting provides data that confirms what we have been experiencing all along.

The question is whether those making decisions about the future of our postal system are finally prepared to listen.



UNEARTH A STORY

FAMILY HIKE

THURS, JUNE 25TH 10 AM

Sturgis City Park

Sturgis Public Library
Wisdom Begins in Wonder



BINGO FOR BOWLING

PLEASE JOIN US FOR BINGO AS A LOCAL BOWLER IS TRAVELING FOR JUNIOR GOLD NATIONALS ALL PROCEEDS SUPPORT ARIANNA'S TRIP TO MINNEAPOLIS

JUNE 8TH. & JUNE 22ND
5-8PM
STURGIS VETS CLUB
868 MAIN STREET
STURGIS SD, 57785

Cash prizes will be given each game
50/50 tickets

Photo credit: Hockenbary Photos



STURGIS OUTDOORS PRESENTS

VOLKSMARCH MARCH 250

A trip through Fort Meade History · Sturgis, SD

Registration: 8:00 AM – 11:00 AM | End Time: 2:00 PM

Saturday · June 20, 2026
5K & 10K Walk

Fort Meade Softball Complex · Sturgis, SD
STURGIS TRAIL SYSTEM · FORT MEADE TRAILS

1776 ★ CELEBRATING AMERICA'S 250TH BIRTHDAY ★ 2026



WE WANT YOUR INPUT!

The City of Sturgis needs your feedback as part of its Safety Action Plan Initiative.

Take the online survey to share your street safety feedback, concerns, and priorities as the City develops the Safety Action Plan.

Scan the QR code with your smart phone's camera to access the survey or visit: forms.office.com/r/V5juULFWP2



The City of Sturgis Safety Action Plan is a community driven initiative aiming to eliminate all roadway fatalities and reduce serious injury traffic crashes.

FOR QUESTIONS ABOUT THIS PROJECT, PLEASE CONTACT:

Rick Bush | City of Sturgis
RBush@sturgisgov.com

or
Kristen Ohnoutka | JEO Consulting Group
kohnoutka@jeo.com



TOGETHER WE GO SAFELY



2026 STURGIS

MUSIC ON MAIN

RACE & CONCERT SERIES

SAVE THE DATE:

JUNE 10, 17, 24
JULY 1, 8, 15, 22, 29
AUGUST 26
SEPTEMBER 2

Sturgis
AREA CHAMBER OF COMMERCE & VISITORS BUREAU

Central Meade County News

By Sandy Rhoden, June 14, 2026



The week was a cooler spring time weather pattern with Sunday being almost perfect in the low to mid 70s. While it's still a beautiful green in Central Meade County, we are due for some moisture.

Cedar Canyon Bible Camp started out this year with Yesterday's Kids Camp on Monday, July 13. It went from 9:30 - 4:00 pm. Edna Smith played favorite requests while Becky Paul and her crew prepared a meal and other refreshments. Pastor Jake Julson provided the message.

There was an emphasis on

our country's 250th birthday and guests shared stories of what America has meant to them. The camp is located at 16299 Stomprud Road, Faith SD.

Cedar Canyon Camp for kids of all ages takes place in July so one will want to contact the camp in order to register soon.

As a reminder the Union Center Centennial celebration is happening on June 22. It will begin with a parade at 2:00 pm that day on Ballfield Road. More details to follow.

As another reminder, there is a special 'run-off' election for Governor at this time. One may go in to your county courthouse and vote now on

any business day up until the actual election day which is July 28. Voter turnout can be very low for these special elections so it's important for folks to know this now.

Larry and Sandy Rhoden spent a couple of days in Nashville, Tennessee for meetings. They were able to visit with and get to know better some Governors and First Spouses of those from other states. Sandy enjoys time with Kjerstin Armstrong of North Dakota and got to know Sarah Sander's husband and other First Ladies from Tennessee, Indiana and more.

Last Sunday, June 7, Darlene Simons celebrated her 95th birthday at the White Owl Hall. Many friends and family stopped in for some food, cake, fellowship and

good conversation. Some of Chick and Darlene's former Cenex Chicks softball players were in attendance so they were able to snap a few photos with her. Sandy Rhoden was able to get in on the pictures too as she and Larry stopped by on their way back to Pierre to wish her happy birthday. Lorie (Rhoden) Hausmann, Dana Keffeler and many of the Simons girls were in the photo as well. Larry gifted Darlene with a challenge coin before they left. It was a great time of fellowship and

memories. Pastor Bill Meirose, Jack Sellers, Gary and Lorie Hausmann, Gary and Deb Vig, and Larry and Sandy Rhoden enjoyed lunch at Nellie's in Enning after church services in Union Center on Sunday.

It's always fun to see who is there. Spud and Thea Lemmel were having lunch with Harold Delbridge and his wife as well as Marvis Monroe. Harold preaches at the old Stoneville School every other Sunday. It was a treat seeing Spud and Thea out and about.

By John Newby

"Building Main Street, not Wall Street" "Sell the Experience, Not Just the Address"

I remember driving through Lanesboro years ago, it is a small town of 724 people tucked into the limestone bluffs of south-eastern Minnesota. No interstate runs through it. No big-box stores anchor its corners. By most conventional measures of economic success, Lanesboro, Minnesota should have faded quietly into the prairie decades ago. Instead, it became the Bed and Breakfast Capital of Minnesota, a designation earned not by accident but by decision. Lanesboro decided to be something specific, something experiential, something imaginable. That decision changed everything.



through a village that would otherwise be too small to notice. The lesson is not about baseball. It is about the power of committing to one compelling story and making every corner of your community tell it.

Rural communities hold something that urban centers are desperately selling tickets to find, that is authenticity. A 2025 survey of rural challenges found that natural beauty and a genuine sense of place remain the assets rural people most consistently name when asked what makes their community worth protecting. Those are not weaknesses dressed up as strengths. They are competitive advantages waiting to be unleashed on those willing to pay a premium for genuine.

The problem is that most small communities market features when they should be marketing feelings. A features-based approach says: we have a river, a historic courthouse, and a fall festival. An imagination-based approach says: imagine kayaking at sunrise before a farm-to-table breakfast, then catching live music under the stars on a Friday night. One lists. The other transports. The difference is not budget. The difference is intention.

Think about the smells and sounds your community owns. Is there a bakery that perfumes the whole downtown block on Saturday mornings? Does your county fair still carry the squeal of a 4-H auction and the smell of kettle corn drifting across the midway? These are not quaint footnotes. They are irreplaceable assets in a world that has largely traded them for convenience. Rural tourism has been growing at a compounding rate in recent years precisely because people are hungry for exactly this.

Berea, Kentucky understood this truth. Rather than lamenting what it lacked, Berea leaned fully into its artisan heritage and became known as the Folk Arts and Crafts Capital of Kentucky, drawing visitors who come not just to buy handmade goods but to watch them being crafted, to sit with the artisan, and to carry home something human. The visitor does not simply purchase a bowl. They purchase the story of the hands that shaped it and the hills it came from.

Your community has a version of this waiting to be activated. The key is picking the authentic thread and pulling it consistently across every touchpoint. Social media posts should place people inside the experience. Business windows should reinforce the theme. Events should deepen the story. Your chamber of commerce, Main Street organization, or tourism council should be the keeper of that narrative, ensuring every piece of your outreach points in the same direction.

Do not wait for an outside agency to tell you what you are. The people who grew up there already know. Sit down together and name the one thing your community does better than anywhere else. Then build everything around that truth.

Gather your local leaders, whether at a chamber, Main Street, or Betterment Club meeting or simply around a table at the local diner, and ask the question together: what is the one experience our town offers that cannot be found anywhere else? The answer is already there. The only question is whether you are willing to tell it boldly enough for the world to hear.

John Newby, Pineville, MO., is a nationally recognized publisher, community, business and media consultant, & speaker. His column appears in communities nationwide. He is currently the CEO of the McDonald County Chamber and the founder of Truly-Local, dedicated to helping communities create excitement, energy, and capture the synergies needed to thrive in an ever increasingly complicated environment. He can be reached at John@Truly-Local.org.

"Building Main Street, not Wall Street" sponsored in part by:

Locations in Belle Fourche, Spearfish & Sturgis

Clark Sowers, Owner (605) 723-6301

Laundry & Dry Cleaning 711 State St.

Laundromat 710 8th Ave.

Council Takes Another Look At Rally Sponsorship Program

Brandon Bennett news@MeadeCoNews.com

STURGIS -- The Sturgis City Council took yet another look at the rally sponsorship program at its meeting June 15th. City Administrator Aaron Jordan reminded the body where things are. "This resolution had been before the council several times and have received some feedback from interested community members. Right now we have three options we were looking at

based on this report, a national specialized agency to take care of third party sponsorships, or local for profit or local nonprofit," he said. Mayor Rod Bradley stated that it seemed time to have city legal contractor Eric Davis draft a request for proposal that would be broad enough to allow a national agency or a local for profit to present those proposals and help them decide what the best fit is. He added excluding nonprofits doesn't mean they don't have that option if the need it.

Ward 2 councilor Tony Dargatz mentioned including all three types of companies in the request for proposals to round out the options. Ward 2 councilor Mark Chaplin stated utilizing a national agency or a local for profit group and then getting close to what they want to streamlining the two into one so it will work. A motion was made to approve using request for proposals for a national agency and a for profit group. It was seconded and passed unanimously.

The Good Stuff

by Jim Thompson



Jim Thompson takes motivational stories that listeners and readers send him and incorporates them into the program. It has been on the air for more than 10 years.

So, this iguana walks into a bar with a frog and asks for a beer. The bartender leans across the counter, looks at him with a gimlet eye and says, "We don't serve frogs in this bar. Move along Lizard Breath."

The iguana says, "Hey, come on. This is a special frog and he can sing. Give him a beer."

The bartender thought for a moment and said, "OK, if this frog can sing then that would be pretty special. Have him sing 'The Star Spangled Banner' and I'll give you both a free beer."

The iguana nodded at the frog who jumped up on top of the bar and belted out a rousing rendition of the national anthem. It was so moving that all the bar patrons stood at attention and saluted and some of the old veterans in the back had tears in their eyes.

The bartender shook his head and said, "That was wonderful. Here's your beers" and slid two cool drafts down the counter.

The frog hopped off the counter and disappeared out the door but the iguana quickly downed both beers, burped, and asked for two more, which the bartender provided, still shaking his head and expressing his amazement.

One of the patrons came up to the iguana and said, "Man, that was simply amazing. I've never seen or heard anything like that before. But where did the frog go?"

The iguana leaned back on his stool and whispered to the admiring customer, "That frog? He had to get out of here before someone asked for another song. You see, he really can't sing and I'm a ventriloquist and that's the only song I know! Besides, everyone knows frogs don't drink."

Oh, and here's one for the road:

Lessons from an Oyster

author unknown

There once was an oyster Whose story I tell, Who found that some sand Had got into his shell.

It was only a grain, but it gave him great pain. For oysters have feelings Although they're so plain.

Now, did he berate the harsh workings of fate That had brought him To such a deplorable state?

Did he curse at the government, Cry for election, And claim that the sea should Have given him protection?

"No," he said to himself As he lay on a shell, Since I cannot remove it, I shall try to improve it. Now the years have rolled

around, As the years always do, And he came to his ultimate Destiny stew.

And the small grain of sand

That had bothered him so Was a beautiful pearl All richly aglow.

Now the tale has a moral, for isn't it grand What an oyster can do With a morsel of sand?

What couldn't we do If we'd only begin With some of the things That get under our skin.

A good reminder of how to deal with neighbors and friends...and well. just about anyone, or anything -Have a great summer.



Sturgis United Methodist Church 1755 Ballpark Rd, Sturgis

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Jonathan Ellis & Joe Sneve