

# South Dakota Native Tourism Alliance

Native American Tourism  
throughout the Homelands of the  
Oceti Sakowin Oyate



**SOUTH DAKOTA  
NATIVE TOURISM ALLIANCE**



# 01

## About the SDNTA

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## **The South Dakota Native Tourism Alliance**

is an ad hoc network of representatives from the nine federally recognized Tribal Nations in South Dakota, industry leaders, and local, state, and federal partners, working together to develop Native American tourism as a catalyst for economic growth.



# Who is Involved

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## SOUTH DAKOTA NATIVE TOURISM ALLIANCE

- Peter Lengkeek, Chairman, Crow Creek Sioux Tribe
- Dew Bad Warrior Ganje, George Washington University International Institute of Tourism Studies
- Ernest Weston, US Office of Economic Development Administration
- Stacie Granum, Visit Rapid City
- Calvin Bloemendaal, South Dakota Department of Tourism
- Lionel Bordeaux, President of Sinte Gleska University
- Shawn Bordeaux, State Representative and Director of the Institute of Tribal Lands at Sinte Gleska University
- Emily Boyd-Valandra, Rosebud Sioux Tribe
- Marla Bull Bear, Lakota Youth Development
- Pam Coleman of Kadrmas Lee & Jackson
- Rebecca Cruse, South Dakota Arts Council
- Charlie Cuny, Pine Ridge Area Chamber of Commerce
- Lynn Cuny, Thunder Valley CDC
- Luti Davis, Rosebud Sioux Tribe
- David Flute, Secretary of the Department of Tribal Relations
- Mark Garcia, Dept of Tribal Relations
- Sarah Bad Warrior-Vrooman, South Dakota State University, Wokini Initiative
- Leslie Mesteth, First Peoples Fund
- Rhea Waldman, SD Discovery Center
- Eric Grey Cloud, Standing Rock Sioux Tribe Tribal Planning
- Dani Benne, Visit Rapid City
- Clark Guthmiller, USDA Rural Development
- Sonja Holy Eagle, Dakota Drum Company
- Joe Pulliam, Tusewea Gallery
- Tonya Huber, Kadrmas Lee & Jackson
- Kirk Hulstein, South Dakota Department of Tourism
- Jacey Jessop, South Dakota Department of Tourism
- David Kelly, Oglala Sioux Tribe Department of Transportation
- Karen Kern, South Dakota Missouri River Tourism
- Frank Kills in Water, Rosebud Casino
- Sarah Kills in Water, Rosebud Sioux Tribe Sicangu Resource Development
- Almona Kills in Water, Rosebud Sioux Tribe
- Stacey LaCompte, George Washington University International Institute of Tourism Studies
- William Long, St. Francis Church and Museum
- Jennifer Martel, Sitting Bull College Visitor Center
- Seleni Matus, George Washington University International Institute of Tourism Studies
- Mary Maxon, Red Cloud Indian School Heritage Center
- Rilda Means, Red Cloud Indian School Heritage Center
- Tatewin Means of the Thunder Valley CDC
- Eliane Nigel, Four Bands Community Fund
- Brook Kauffman, Visit Rapid City
- Peggy Schlacter, South Dakota State University
- Bob Wyrich, Small Business Development Center
- Mike Normile, Dakota Indian Foundation
- James Rattling Leaf, Consultant
- Christian Skunk, Lower Brule Sioux Tribe
- Shelby Solano, Visit Rapid City
- Ivan Sorbel, Pine Ridge Area Chamber of Commerce
- Tamara St. John, State Representative and Archivist of the Sisseton Wahpeton Oyate Tribal Historic Preservation Office
- Dixie Thompson, Lakota Cultural Center & Museum
- Dan Tribby, Prairie Edge
- Lacey Turning Heart, Four Band Community Fund
- Courtney Two Lance, Oglala Sioux Tribe Credit and Finance Program
- Angelic Vaughn, Sisseton Wahpeton Oyate Department of Planning
- Lakota Vogel, Four Bands Community Fund
- Bill Wells, Lone Star Casino
- Jamie Wood, US Small Business Administration
- Calley Worth-Geigle, South Dakota Department of Tourism
- Beth Wright, George Washington University International Institute of Tourism Studies
- Guss Yellow Hair, Tatanka Rez Tourz
- Tianna Yellow Hair, Tatanka Rez Tourz
- Dave West, Cheyenne River Sioux Tribe
- Marlon Kelly, Thunder Valley CDC
- Ed Hall, George Washington University



# TECHNICAL TEAM

The George Washington University International Institute of Tourism Studies supports the SDNTA through technical assistance and education. The work was initially funded through the Office of Indian Economic Development and is now supported by the EDA.



**Seleni Matus**

Executive Director  
GW International  
Institute of  
Tourism Studies



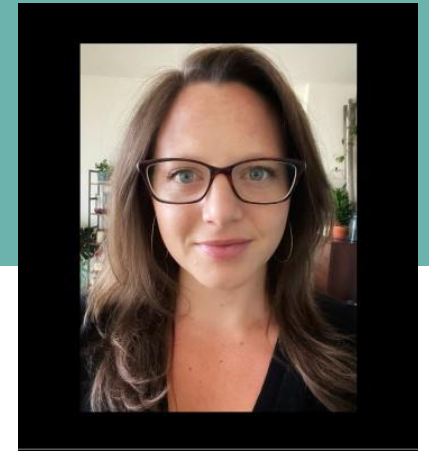
**Dew Bad Warrior**

SDNTA Project  
Manager  
GW International  
Institute of  
Tourism Studies



**Ed Hall**

Executive in  
Residence -  
Indigenous Tourism  
GW International  
Institute of Tourism  
Studies



**Beth Wright**

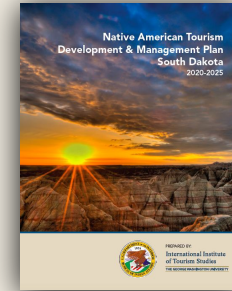
Program Manager  
GW International  
Institute of  
Tourism Studies

**Fall 2019  
Community  
Meetings Begin**



**2019-2020  
Visioning and  
Planning Sessions**

**Fall 2020  
Completion of the  
5-Year Strategic Plan**



**Fall 2021  
Official Launch of the South  
Dakota Native Tourism  
Alliance ad-hoc network**



**2020-2021  
Implementation of the  
Strategic Plan:  
governance planning,  
website and logo creation,  
Visitor Etiquette Guide  
and education video  
development**

**2021-2022**

**Increased engagement  
through quarterly in-person  
meetings, weekly coffee  
chats, events, conferences  
and collaborations**

**2022**

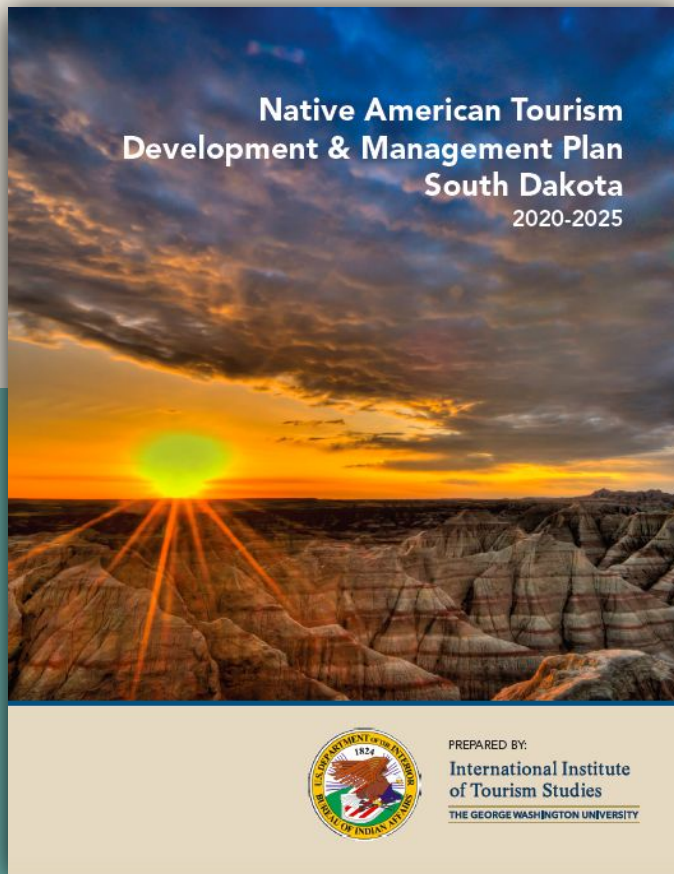
**A focus on Product Development:  
Destination America FAM tour,  
Experience Development Studios, test  
tours, attraction directory, and the SD  
Tourism Guide to Tribal Lands**



**2022-2023  
SDNTA governance  
structure, product  
development, and  
capacity building**



# 5-Year Strategic Plan



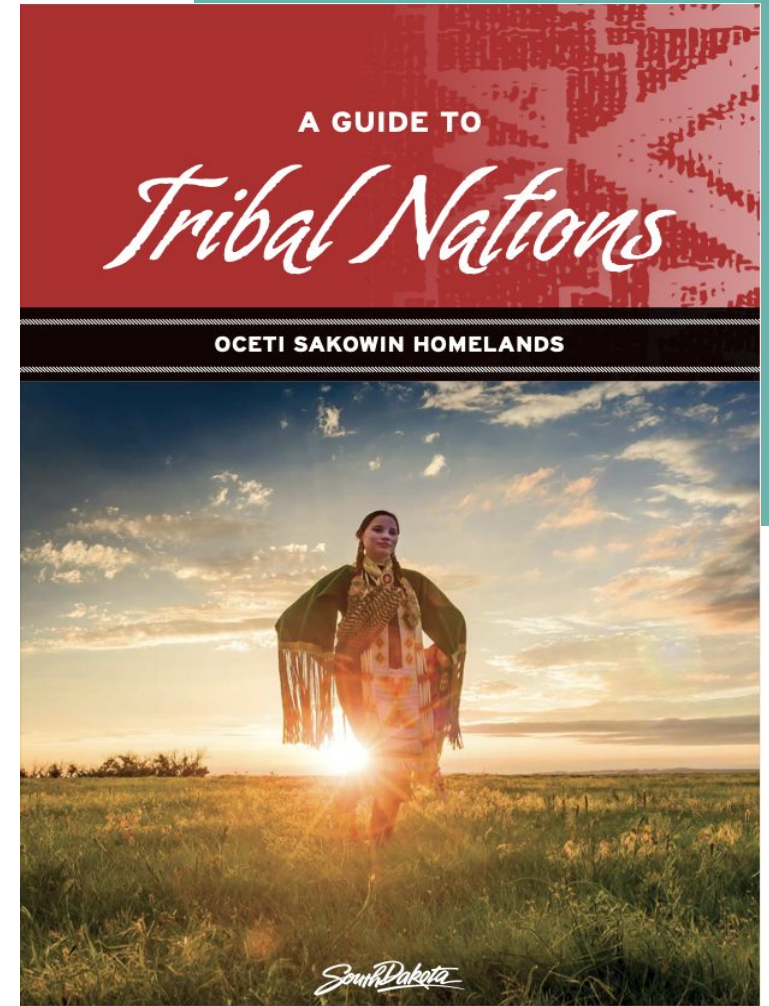
- A comprehensive **Situation Analysis** of Native American tourism in South Dakota
- The **Vision & Guiding Principles** outlined by the SDNTA for Native American tourism development; and, an assessment of the **potential economic impact** of Native American tourism in Tribal Nations
- A **5-year strategic Action Plan** consisting of 43 priority initiatives that help to achieve 6 main goals

Download the plan at  
[sdnativetourismalliance.org](http://sdnativetourismalliance.org)



# Collaborative Implementation of the Strategic Plan

- SDNTA website: [sdnativetourismalliance.org](https://sdnativetourismalliance.org)
- SDNTA logo that represents the network and Native American culture in South Dakota
- Regional Visitor Etiquette Guide Video
- Promotional and educational videos about Native American tourism in South Dakota
- 37 network meetings (in-person and virtual) including the official launch event for the SDNTA
- 35 Coffee Chats with over 400 participants to promote network knowledge sharing and projects
- Explore governing framework options for the SDNTA as a regional destination management entity
- Engage and educate Tribal Nation leaders about the SDNTA and gain their support for future partnerships
- Familiarization Tour with Destination America; 2023 Tour with Trafalgar
- In-person Experience Development Studios and Test Tours with 4 Native American operators
- Cultural Content Advisory: SD Guide to Tribal Lands, Visitor Center Teepee Fact Sheet, Chamberlain Visitor Center Exhibits





# 02

## Experience Development and Tour Operations



### LAKOTA YOUTH DEVELOPMENT CAMP // Herrick

Guests will learn about the Rosebud Reservation's first established community, Milk's Camp, from a life-long resident of the area. Enjoy traditional storytelling from a Lakota elder and a performance from Lakota youth of their original play "Peji Oyanka" and an indigenous plant walk. After, taste the flavors of the wild prairie edibles with a traditional Lakota meal.

[www.lakotayouthdevelopment.org](http://www.lakotayouthdevelopment.org)



### OGLALA LAKOTA LIVING HISTORY VILLAGE // Cactus Flats

The village is the entry point to the beautiful landscape of the past and present culture and indigenous knowledge of Lakota Country on the Pine Ridge Reservation. Visitors will experience a guided tour of the village and meet with the local native artists on site. Lakota dancers and singers will be available to share contemporary culture.

[www.oglalalakotalivinghistoryvillage.com](http://www.oglalalakotalivinghistoryvillage.com)



### PINE RIDGE VISITOR CENTER // Kyle

Visitors can learn of the Lakota star knowledge, local Lakota war heroes, animals of the Pine Ridge Reservation and much more at the newly remodeled visitor center. This is guest's main source for all information of the attractions and experiences located on the Pine Ridge Reservation.

[pineridgechamber.com/cc](http://pineridgechamber.com/cc)



### WOUNDED KNEE OVERLOOK // Kyle

Experience the Wounded Knee Memorial with Tatanka Rez Tours. The Wounded Knee Massacre of 1890 marked the end of the Indian wars. This event and others like it across the nation were detrimental to the Lakota people.

# Destination America Fam Tour Summer 2021





# Experience Development Studios Fall 2021

- Developing itineraries
- Tour pricing
- Operating tours
- Marketing considerations





# Tour Testing Summer 2022



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# Tour Testing Summer 2022



**RED CLOUD HERITAGE CENTER,  
SCHOOL & HISTORICAL CEMETERY**  
// Pine Ridge

One of the earliest cultural centers and museums located on an Indian reservation in the US, The Heritage Center represents the rich heritage of North America's Native community. The skill and creativity that remain mainstays of the local Lakota and other Native American cultures can be learned of at the center.

[www.redcloudschool.org](http://www.redcloudschool.org)



**ST. CHARLES BORROMEO CATHOLIC CHURCH** // St. Francis

The century-old Romanesque church with its unique design incorporating Lakota symbols and Germanic carpentry. Connections will be made to the church's controversial past bringing to light the national reckoning of Indian Boarding Schools.



**BUECHEL MEMORIAL LAKOTA MUSEUM** // St. Francis

Guests will be guided through the museum's collection of over 2,000 historic artifacts and photographs from the Rosebud Reservation honoring the Sicangu Lakota Oyate traditions and culture.

[www.sfmission.org/museum](http://www.sfmission.org/museum)

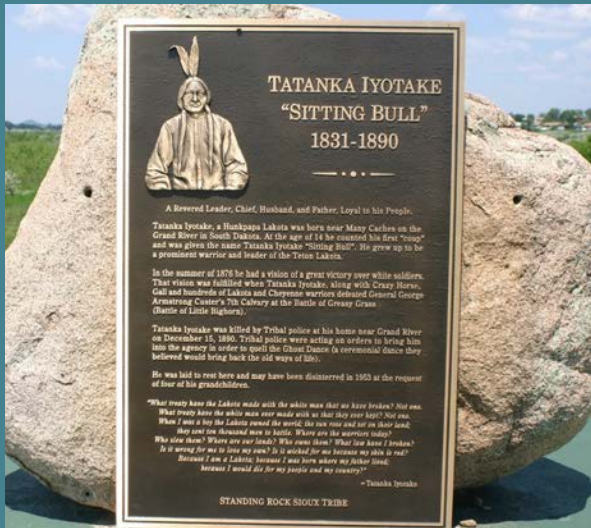


**TURTLE CREEK CROSSING SUPER FOODS** // Mission

Located on the future site of the Tribe's Turtle Creek Regenerative Development Community, established to ensure food sovereignty and celebrate the Lakota culture and language. Guests will have the opportunity to enjoy local foods and learn of Rosebud's food sovereignty project.

[www.facebook.com/TCCSuperFoods](https://www.facebook.com/TCCSuperFoods)







# Tour Testing Summer 2022



## SINTE GLESKA UNIVERSITY

// Mission

SGU is a center for research, development and the study of Lakota language, history and culture. Guests will have the honor of meeting with the tribal elder, instructor and Lakota star knowledge expert, Victor Douville to learn of the important connections the Lakota people have with the movements of the night sky.

[www.sintegleska.edu](http://www.sintegleska.edu)



## SITTING BULL VISITOR CENTER

// Fort Yates, North Dakota

Visitors will learn more about the history of Standing Rock and Sitting Bull College. A medicinal workshop allows the guests to make their own tea, traditional art and food. After, there will be Q & A for all.

[sittingbull.edu/visitors-center](http://sittingbull.edu/visitors-center)



# 03

## What's Next?

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## 2023 Priorities

- Determining the SDNTA governance structure
- Supporting emerging Native tourism leaders
- Building community leadership
- Enlisting the support of elected officials
- Advancing Tourism Product Development

# Join Us in 2023!

## Visit: [sdnativetourism.org](https://sdnativetourism.org)

### Join the Alliance and Attend Meetings



Quarterly In-Person Sessions



Virtual Planning and Networking Sessions



Monthly Coffee Chats

### Support the SDNTA



Become an Engagement Ambassador



Share the SDNTA website link with industry partners



Connect with our technical team and SDNTA members

### Promote Native Tourism Experiences



Promote the SD Guide to Tribal Lands



Share the Visitor Etiquette Guide video with guests



Encourage entrepreneurs to participate in the next Experience Development Studio



Participate in Native American tour experiences

### Volunteer Your Time on Projects



Organize coffee chats



Provide capacity building, mentorship, and resources



Develop content and maintain website and newsletter



Develop attraction directories, itineraries and maps



# THANK YOU!

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Seleni Matus  
Executive Director  
GW IITS  
(571) 201-7197  
selenim@gwu.edu

Dew Bad Warrior  
Project Manager  
GW IITS  
(605) 365-6095  
dbadwarrior@gwu.edu

Website:  
[sdnativetourismalliance.org](http://sdnativetourismalliance.org)

Facebook: South Dakota  
Native Tourism Alliance



**SOUTH DAKOTA  
NATIVE TOURISM ALLIANCE**

International Institute  
of Tourism Studies

THE GEORGE WASHINGTON UNIVERSITY

