

South Dakota

**GLACIAL LAKES
AND PRAIRIES**



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Dakota Sioux
Hotel & Casino

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Steakhouse



Board of Directors



DEX Center

Abbey of the Hills
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Center





Marlo Anderson
“Days of Opportunity: Uniting
Technology, Community, and
Commerce”

Founder of National Day
Calendar and the celebrated
“Guru of Geek”

Glacial Lakes & Prairies Tourism
Annual Member Celebration

October 23, 2024
Fort Sisseton Historic State Park



2024-2025 Board of Directors

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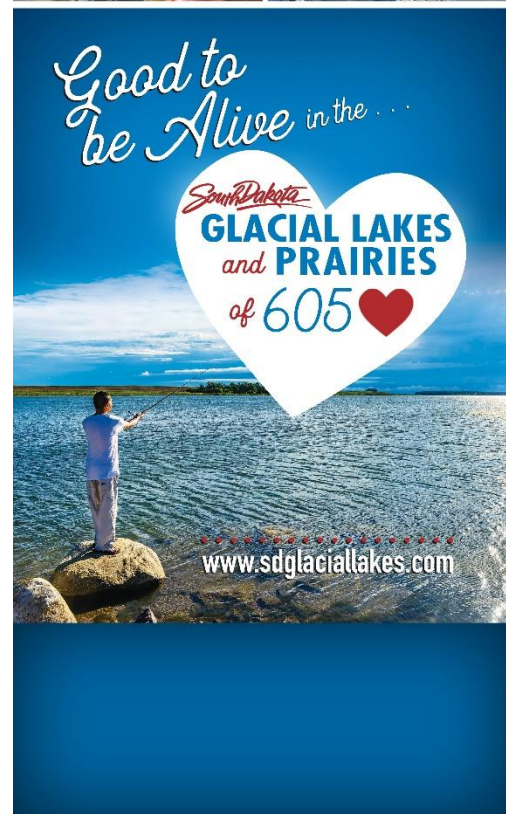
Beverly Noyes-Hanson, Sisseton

Lee Gabel, Watertown

Marketing Our Brand



- Take the Back Roads
- Regional Guide/SDVG
- Advertising
- Logo Items
- Travel Shows
- Website/Social Media



SD Tourism Regional Co-op



Glacial Lakes & Prairies

24 Peak Media Flow

	Mar '24				Apr '24					May '24				Jun '24				Jul '24					Aug '24				Total Cost
	Impressions	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	
Total Media																										\$80,000	
SEM																							\$13,000.00				
WI, NE, IA, eastern ND, Minneapolis-St.Paul (MN)	8,190 Clicks																										
Programmatic OLV/CTV																							\$28,525.00				
WI, NE, IA, eastern ND, Minneapolis-St.Paul (MN)	2,085,000																										
Programmatic Display																							\$16,175.00				
WI, NE, IA, eastern ND, Minneapolis-St.Paul (MN)	5,308,000																										
FB/IG																							\$11,000.00				
WI, NE, IA, eastern ND, Minneapolis-St.Paul (MN)	24,267 Clicks																										
Digital Out of Home																							\$10,000.00				
Minn-St. Paul Families A25-44	666,667																										
Ad Serving																										\$1,300.00	

*Agency commission 9%

Audience Breakdown	Target Geo
Families (25 - 44) HHI \$60K - \$200K, Children in household	WI, NE, IA, eastern ND, Minneapolis-St.Paul (MN)
Outdoors (35-60) Males, HHI \$80K+, Married	WI, NE, IA, eastern ND, Minneapolis-St.Paul (MN)
Hunting (25 - 65)	WI, NE, IA, eastern ND, Minneapolis-St.Paul (MN)


SD Tourism Regional Co-op

Explore a million years
in a single day



South Dakota
**GLACIAL LAKES
AND PRAIRIES**
NORTHEAST REGION

Explore a million years
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South Dakota



BOOK NOW

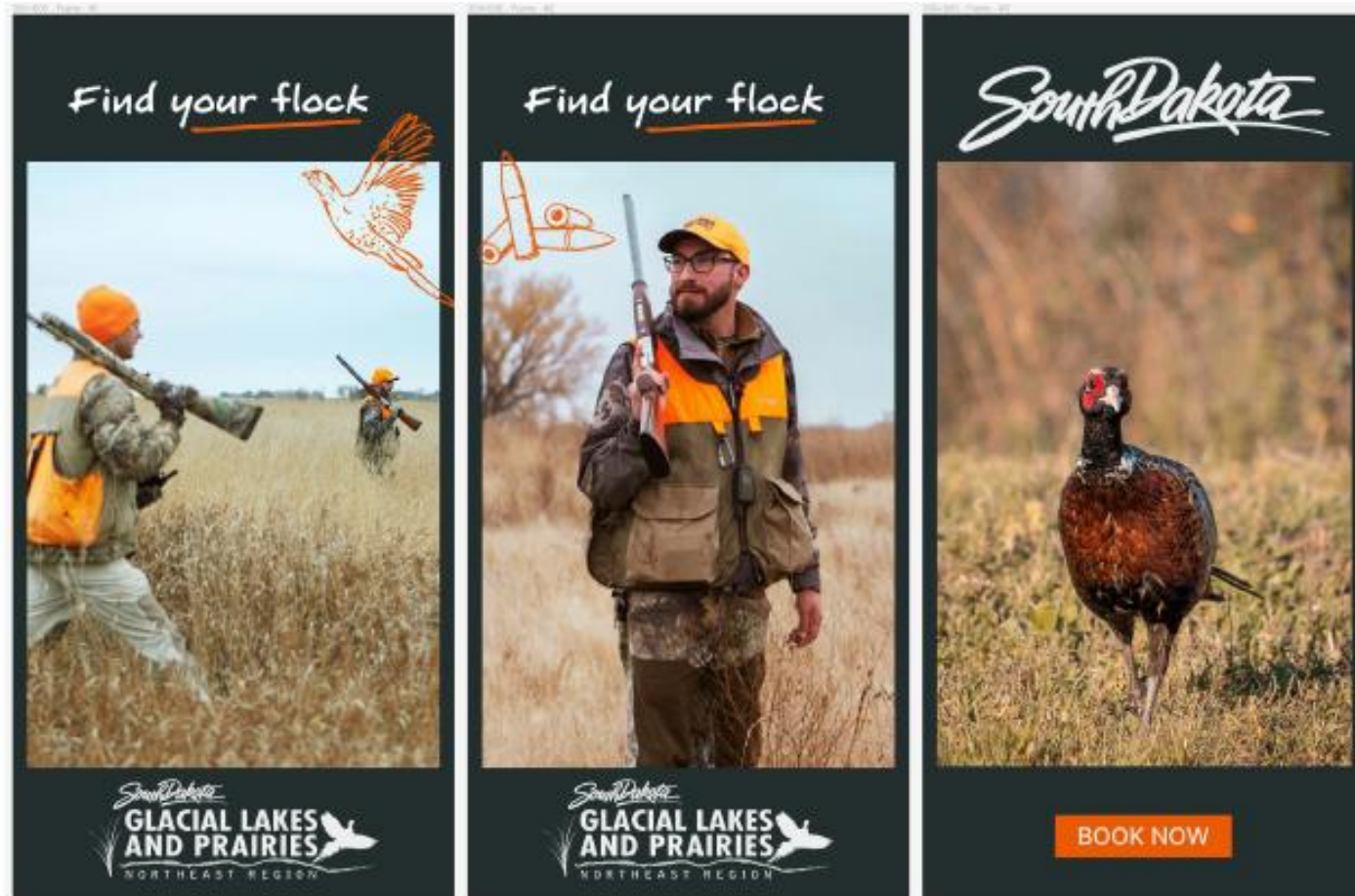
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SD Tourism Regional Co-op



Community Co-op Campaign Performance

- High-level Stats -
 - 7.1M total impressions
 - 3,657 ad-exposed bookings statewide
 - 439 ad-exposed bookings in destination
 - Average length of stay: 1.7 days
 - Average number of travelers: 2.1
 - 3,108 conversions in GA4
 - 602 visitor guide clicks
 - 2,415 outbound clicks

SD Tourism Regional Co-op

Glacial Lakes & Prairies 2025 Peak Media Flow

Client: SDGL
Campaign: Peak25
Plan Version:

Client:		SDGL														HUNTING																
Campaign:		Peak25					MAR'25				APR'25				MAY'25				JUN'25				JUL'25				AUG'25					
Plan Version:		1	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	Gross Spend				
Sojern																																
	Digital Video																															
		\$0					\$2,500				\$2,500				\$0				\$2,500				\$2,500				\$10,000					
	Digital Display																															
		\$5,000					\$5,000				\$5,000				\$0				\$5,000				\$5,000				\$25,000					
Trip Advisor																																
	OTA																															
		\$0					\$0				\$8,333				\$8,333				\$8,333				\$0				\$25,000					
Paid Social																																
	Meta																															
		\$1,200					\$1,200				\$1,200				\$0				\$1,200				\$1,200				\$6,000					
Paid Search																																
	Google Ads																															
		\$1,400					\$2,100				\$2,800				\$2,800				\$2,800				\$2,100				\$14,000					
Ad Serving																																
		\$1,300					\$0				\$0				\$0				\$0				\$0				\$1,300					
Total Gross Per Month		\$7,600					\$10,800				\$19,833				\$11,133				\$19,833				\$10,800				\$80,000					



Glacial Lakes & Prairies Tourism Passport Program



Glacial Lakes & Prairies Tourism Passport Program



Northbound Family Adventures

Allevity Entertainment, Aberdeen

Aberdeen Aqua Addicts Water Ski Team, Aberdeen

Brown County Fair, Aberdeen

Dacotah Prairies Museum, Aberdeen

Storybook Land & Land of Oz, Aberdeen

Wylie Park Campground, Aberdeen

Wylie Thunder Road, Aberdeen

Big Stone Pumpkin Patch, Big Stone City

South Dakota Ag Heritage Museum, Brookings

Children's Museum of SD, Brookings

McCrary Gardens, Brookings

South Dakota Art Museum, Brookings

Dakota Nature Park & Larson Nature Center, Brookings

Good Roots Farm & Gardens, Brookings

Brookings Summer Arts Festival, Brookings

Crystal Springs Rodeo, Clear Lake

Ingalls Homestead, De Smet

Northbound Family Adventures

Laura Ingalls Wilder Historic Homes, De Smet

Laura Ingalls Wilder Pageant, De Smet

Faulkton Carousel, Faulkton

Splash Central Waterpark, Huron

Putters & Scoops, Huron

South Dakota State Fair, Huron

Wheel Jam, Huron

Fort Sisseton Historic State Park, Lake City

Fort Sisseton Historical Festival, Lake City

Farley Fest, Milbank

Back Forty Beef & Adventure Farm, Pierpont

Nicollet Tower & Interpretive Center, Sisseton

Bramble Park Zoo, Watertown

Terry Redlin Art Center, Watertown

Codington County Heritage Museum, Watertown

Watertown Family Aquatic Center, Watertown

Museum of Wildlife, Science & Industry, Webster

Shakespeare Garden & Anne Hathaway Cottage, Wessington Springs

Travel Writers

- Midwest Travel Network
 - Featured Travel Writers in our 2024 & 2025 Publications
 - Nicole Kringstad
 - Midwest Millennial
 - Sara Broers
 - Travel with Sara



Featured Travel Writers

- Sara Broers: Travel Writer/Blogger at Travel with Sara

FEATURED TRAVEL WRITERS

RECONNECTING WITH INCREDIBLE EXPERIENCES IN NORTHEAST SOUTH DAKOTA

written by Sara Broers,
Travel Writer/Blogger at Travel With Sara

Northeast South Dakota is filled with numerous adventures. This past year, I found myself exploring more of the area. It has quickly become an area of the Midwest that I continue to brag about to others. You may be asking, "Why?" I enjoyed the people and unique experiences you can only find in Northeast South Dakota.

JOY RANCH WATERTOWN, SD

I fell in love with Joy Ranch. As I pulled my car into the "1880s town," I instantly felt like I was "out west" in Northeast South Dakota. The quaint buildings at Joy Ranch are where I found my bunk for my stay. I had a wonderful room where it was easy to disconnect, with no television in my room. When was the last time you felt disconnected? Joy Ranch was special. I could stroll the property and view the wide-open skies that South Dakota has to offer. The horses make this ranch what it is. Several times throughout the year challenged individuals come and visit the ranch, enjoying horse therapy. Corporate retreats, private gatherings, camping adventures, and an opportunity for relaxation are all offered at Joy Ranch in Watertown.

Tip: Schedule your corporate retreat in advance, to secure the dates you want.



STORYBOOK LAND ABERDEEN, SD

Storybook Land is a hidden treasure in the Midwest. This exceptional attraction is ideal for families with little ones, as fairy tales come to life. I look forward to the day I can visit with my grandchildren. Fairy tales such as Humpty Dumpty are showcased throughout the attraction. You can follow the Yellow Brick Road and meet up with Dorothy's Farmstead and the Wicked Witch of the West. The Wizard of Oz is showcased in a fun way that you will talk about for years to come. Storybook Land offers a historic Allan Henschell carousel featuring 30 handcarved, hand-painted horses, and other circus animals. Anyone can hop on the merry-go-round and be a kid on the carousel in Aberdeen. Seeing fairy tales through the eyes of a child, as an adult, is priceless.

Tip: My husband and I visited on a weekend in August and camped at the campground nearby, Wylie Park Campground. We walked to Storybook Land from our campsite.



FEATURED TRAVEL WRITERS

THE ABBEY OF THE HILLS INN & RETREAT CENTER MARVIN, SD

The Abbey of the Hills is known as a place to rediscover peace, and I wholeheartedly agree. It overlooks the Whitehouse Valley, the largest remaining tract of native tallgrass prairie in the country. I did not stay overnight at The Abbey of the Hills, but I did spend an afternoon at The Abbey. I quickly began to understand the allure of this beautiful place. Birding, swimming, stargazing, and canoeing are all popular things to do at The Abbey of the Hills. You can enjoy nature by making a spiritual pilgrimage along the Stations of the Cross and reflect upon Christ's journey. This is a self-guided experience, making it extra special. You can decide how long you wish your pilgrimage to be.

Everyone is welcome at The Abbey of the Hills. You do not need to be of any specific religion to visit. You do need a desire to relax and connect with yourself and nature. Lodging is available for individuals, as well as groups of people. The rooms are clean,



simple, and in a quiet space. You can imagine the quietness of this place, as there is a magical feeling as you are on this property. I felt a sense of peace, tranquility, and relaxation on my visit.

As I drove away from the property, I reflected upon my visit. I felt renewed and reenergized. I wanted to be a better person and show we all can experience peace.

Tip: Bring a picnic lunch and find a quiet place to enjoy your picnic.

MCCRORY GARDENS BROOKINGS, SD

If you want to connect with nature in a beautiful setting, look no further than McCrory Gardens. It offers 25 acres of stunning botanical gardens, and 45 acres of arboretum. I had the opportunity to visit in September, and surprisingly, the gardens still offered an incredible amount of vibrant color. I strolled through the gardens with friends, and we all commented on the beauty along the walkway. It was easy to see why McCrory Gardens is an incredible setting for weddings, as it offers majestic photo opportunities and a beautiful venue. McCrory Gardens may be small, but it knows how to play big!

Tip: Visit at different times throughout the year to experience new colors.



Northeast South Dakota continues to surprise me. No matter where or how far you travel, there are magical experiences all around you. Joy Ranch, Storybook Land, McCrory Gardens, and The Abbey of the Hills offer a magical time for you and your family. Spend an hour, a day, or a full day at any of these places, and you will be excited to share your experiences with others.

Travel Writers Return



Featured Travel Writers

FEATURED TRAVEL WRITERS

FEATURED TRAVEL WRITERS

MAKING MEMORIES ON A MULTI-GENERATIONAL TRIP IN NORTHEAST SOUTH DAKOTA

written by Sara Broers,
Travel Writer/Blogger at Travel With Sara



This past year has been a year of traveling with my grandchildren. I recently traveled to South Dakota with my five-year-old granddaughter. We stopped at the South Dakota Welcome Center when we entered the state. We were greeted by several smiles from the

people working behind the counter, showing travelers how to travel through the state. We spent three days exploring the Glacial Lakes and Prairies and made memories of a lifetime. If you are like many travelers and think South Dakota is ONLY about Mount Rushmore, I will show you that there is much more to see and do in this beautiful state.

LAURA INGALLS WILDER DE SMET, SD

VISIT THE INGALLS HOMESTEAD

I wanted to introduce my granddaughter to Laura Ingalls Wilder. The Ingalls Homestead is located near the town of De Smet. My granddaughter and I slept on Laura's Prairie in a covered wagon. We stopped at the gift shop to receive the keys to our covered wagon. Walking to your covered wagon, you will see horses, wagons crossing the prairie, and visitors walking across the prairie. You will quickly be taken back to the late 1800s. My granddaughter enjoyed sitting at the desk in the one-room schoolhouse and dressing up in a dress and bonnet. I was quickly reminded that traveling with my granddaughter did not have to be



complicated, as she loved the simple things. She also rode in a pony cart, took the reins of a covered wagon ride, and we also saw hay being twisted. You can access the prairie after hours when you stay overnight in a covered wagon. We both enjoyed strolling the prairie, holding the cats, and seeing the newborn calves in their barn. The garden was in full bloom on our visit, which led to conversations about the produce being grown on-site. Memories with your grandchildren are priceless when the activities are simple, and you both fall in love with the location. The Ingalls Homestead offers simplicity and so much more.

TIP: The dark skies are incredible, be prepared to stay up after dark to view the Big Dipper and much more.

VISIT THE LAURA INGALLS WILDER HISTORIC HOMES

The Laura Ingalls Wilder Historic Homes in De Smet, is another fun place where my granddaughter and I enjoyed learning more about where Laura and her family lived. The Original First School of De Smet, attended by Laura and her sister Carrie, was a huge hit with both of us. There is a strip of original wooden flooring in the school that Laura and Carrie walked on. There are also several hands-on activities for kids of all ages at the Discovery Center. This campus is inspiring and offers an opportunity to talk about how the Ingalls family lived and how our lives are the same, yet different today.



TIP: Allow a minimum of 30 minutes for the Discovery Center.



STORYBOOK LAND ABERDEEN, SD

Storybook Land in Aberdeen, in Wylie Park, is an experience for kids and adults alike. Beloved nursery rhymes and the Wizard of Oz come to life in Storybook Land. My granddaughter and I enjoyed following The Yellow Brick Road as we explored this beautiful park. We both hopped onboard the Storybook Land Express to get an overview of the park. The train is a great way to see the small zoo on the back of Storybook Land. My granddaughter had never taken a roller coaster ride, until she visited Storybook Land. She quickly loved it and rode it twice! Today, we still talk about that roller coaster ride and how she can't wait to return to ride it again.

TIP: Storybook Land is free to visit. If you want to ride the attractions, you can purchase ride tickets at the Visitors Center.



BRAMBLE PARK ZOO

WATERTOWN, SD

Watertown is home to the Bramble Park Zoo. This incredible zoo is family-friendly, as it is small and knows how to play big. You will find black bears, prairie dogs, pheasants, armadillos, coyotes, and more. Several animals were at a height that my five-year-old granddaughter could view them. I loved how this zoo was laid out; it was always easy to see where my granddaughter was.

TIP: The zoo is open year-round, excluding major holidays.



CHILDREN'S MUSEUM OF SOUTH DAKOTA BROOKINGS, SD

Brookings is home to the Children's Museum of South Dakota. This is a top-notch facility with several hands-on experiences for kids. My granddaughter enjoyed her time in the restaurant, grocery store, post office, veterinarian's office, and the list goes on and on. There's also a section that focuses on agriculture; it showcases how food is grown and how it ends up in a grocery store. Everything in this museum has been well thought out, making it a top children's museum in the country.

TIP: Stop into the gift shop, as there are several unique gifts for everyone in your family.



This multi-generational trip with my granddaughter showed me that some of the best memories are made when "simple" is the focus. Each of these attractions offers an opportunity to slow down and connect. I challenge you to take that multi-generational trip and make those memories now.

Northeast South Dakota continues to surprise me. No matter where or how far you travel, there are magical experiences all around you. Laura Ingalls Wilder, Storybook Land, McCarty Gardens, and the Children's Museum of South Dakota offer a magical time for you and your family. Spend an hour, ½ a day, or a full day at any of these places, and you will be excited to share your experiences with others.

FEATURED TRAVEL WRITERS

22


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23

FEATURED TRAVEL WRITERS

South Dakota Vacation Guide



INGALLS HOMESTEAD,
DE SMET, SD

CHILDREN'S MUSEUM,
BROOKINGS, SD

Family Attractions
Take the back roads for an affordable family road trip.
Experience great events,
museums, fun attractions, and so much more!
SDGlacialLakes.com

GLACIAL LAKES & PRAIRIES REGION

PLAN A MULTI-GENERATIONAL TRIP to Northeastern South Dakota

By Sara Broers, Travel Writer/Blogger at Travel With Sara

This past year has been a year of traveling with my grandchildren. I recently traveled to South Dakota with my five-year-old granddaughter. We stopped at the South Dakota Welcome Center when we entered the state. We were greeted by several smiles from the people working behind the counter, showing travelers how to travel through the state. We spent three days exploring the Glacial Lakes and Prairies and made memories of a lifetime. This multi-generational trip with my granddaughter showed me that some of the best memories are made when "simple" is the

focus. Each of these attractions offers an opportunity to slow down and connect. I challenge you to take that multi-generational trip and make those memories now.

BRAMBLE PARK ZOO Watertown is home to the Bramble Park Zoo. This incredible zoo is family-friendly, as it is small and knows how to play big. You will find black bears, prairie dogs, pheasants, armadillos, coyotes, and more. Several animals were at a height that my five-year-old granddaughter could view them. I loved how this zoo was laid out; it was always easy to see where my granddaughter was.

Tip: The zoo is open year-round, excluding major holidays.



Bramble Park ZOO

COME CLOSER

Visit us online at brambleparkzoo.com

605-882-6269
North Highway 20
Watertown, SD
Zoo Hours:
10am-4pm

 facebook.com/BPZandLAZS

Featured Travel Writers

- Nicole Kringstad: The Midwest Millennial

FEATURED TRAVEL WRITERS



DEMPSEY'S BREWERY, RESTAURANT & PUB

PHOTOS BY NICOLE KRINGSTAD



WITH THE WIND VINEYARD & WINERY



PEREBOOM'S CAFE

GHOST TOWN WINERY

FEATURED TRAVEL WRITERS

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FEATURED TRAVEL WRITERS

GLACIAL LAKES REGION FOOD, WINE AND BREWS

Nicole Kringstad, The Midwest Millennial
www.themidwestmillennial.com

The Glacial Lakes & Prairies area of South Dakota is a hub for food, wine, and local breweries, making it a great destination for foodies and vacationers to enjoy. The unique variety of dining available in this area showcases the passion and talent of the locals. Each town in the area has a unique dining experience to offer so no matter what road you go down your taste buds will enjoy the ride!

WITH THE WIND VINEYARD & WINERY

Located in Rosshot, this family owned winery is the largest winery and vineyard in the state. With at least 5 types of grapevines and almost 5,000 grapevines across six and a half acres there is sure to be a wine that everyone can enjoy. They offer staple wines on their menu as well as rotating seasonal selections so there is always something new to try. Make this a must stop during your summer drive as this is only a few miles off I-29. You can enjoy a glass of wine on their patio or even a wine slushie that is only offered in the summer!



DEMPSEY'S

Dempsey's Brewery, Restaurant and Pub has multiple locations available around the area including Watertown, Brookings, and Aberdeen. The flagship location is located in Watertown and has been serving the community since 1990 and is still family run. Dempsey's is unique in so many ways as they are the 2nd oldest brewery in the state, the only pizzaria in South Dakota, and the owner is a member of the US Pizza Team. Outside of their classic menu with signature pizzas and traditional pub food you will find a new pizza each week so there is always something new to check out. Grab a spot on the patio during a warm summer day or enjoy the eclectic decor indoors all year!

PEREBOOM'S CAFE

Located in Webster, Pereboom's Cafe is a local hot spot for classic cafe food. This small town restaurant is welcoming and cozy and you can see how much the locals love having this cafe in their community. Enjoy a hot cup of coffee while you check out their packed menu. You can hear the locals raving about the scratch made pancakes but I definitely recommend checking out one of their Scrap Pile Breakfast plates. The Scrap Pile plates come in multiple options that allow you to check out a nice variety of menu items all in one! Bring a big appetite because no matter what you order the portions are large.



GHOST TOWN WINERY

Along Kemp Avenue in Watertown you will find the hidden gem that is Ghost Town Winery. With a large selection of wines all named after area ghost towns, the owners wanted to help preserve the history of some of the area. Grab a seat at the bar and enjoy a wine tasting for only \$7. Each tasting includes 5 samples, a glass to take home, and chocolates made in house. They have a large variety of wines to take home, wine slushies available during the warmer months, and kits to make your own wine varieties at home. Be sure to check out the chocolate on site as well, the owners also operate Watertown Confectionary in the same space and can be seen making fresh chocolates in the back of the store.

For more local favorites and fast food options, visit our website SDGlacialLakes.com

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25

FEATURED TRAVEL WRITERS

Featured Travel Writers

FEATURED TRAVEL WRITERS

SAVORING SOUTH DAKOTA: CULINARY GEMS TO DISCOVER IN THE GLACIAL LAKES REGION

Nicole Kringstad, The Midwest Millennial
www.themidwestmillennial.com

South Dakota, known for its breathtaking landscapes and welcoming spirit, is also home to a variety of unique dining experiences. Whether you're craving a refreshing pick-me-up, a hearty meal, or an evening out supper club style, these local favorites will delight your taste buds and leave lasting memories.

WAVERLY STEAKHOUSE

For travelers exploring the scenic beauty of South Dakota, Waverly Steakhouse offers a sophisticated dining experience that blends high-quality cuisine with warm hospitality. Located in the small town of Waverly, this steakhouse has become a local favorite for its expertly crafted dishes and welcoming ambiance.

Waverly Steakhouse specializes in hand-cut steaks, chops, and fresh seafood, prepared using locally and regionally sourced ingredients. The menu also features a range of pastas and seasonal produce, ensuring a variety of options to suit all palates. The lounge complements the dining experience with a curated selection of wines, spirits, and craft cocktails, perfect for pairing with your meal or enjoying on their own.

The Waverly Steakhouse is an ideal stop for a relaxing evening of fine dining. Whether you're a local resident or passing through, it promises a culinary experience that celebrates the best of South Dakota's flavors.



MILLSTONE FAMILY RESTAURANT

For a taste of heartfelt hospitality and home-style cooking, the Millstone Family Restaurant is a must-visit destination in Milbank, South Dakota. With its inviting atmosphere and comforting menu, this family-owned eatery has become a cherished stop for locals and travelers alike.

The Millstone Family Restaurant specializes in hearty, American-style dishes that remind you of a home-cooked meal. Start your day with one of their legendary breakfasts—pancakes, omelets, or biscuits and gravy are always a hit. For lunch or dinner, the menu features a wide range of favorites, from juicy burgers and crispy fried chicken to savory pot roasts and fresh salads. Their daily specials ensure there's always something new and delicious to try.

True to its name, the Millstone is a family-friendly spot where guests of all ages can feel at home. If you're exploring South Dakota's Glacial Lakes region or simply passing through, make sure to add the Millstone Family Restaurant to your itinerary. It's more than a place to eat—it's a place to feel connected, relax, and enjoy the warm spirit of South Dakota.

ROSALIE'S RESTAURANT, BAKERY, & LOUNGE

In the town of Sisseton, Rosalie's Restaurant, Bakery & Lounge is a true gem for locals and travelers alike. Known for its cozy ambiance and welcoming atmosphere, this family-friendly establishment serves a delightful array of home-cooked meals and baked goods that cater to all tastes.

The restaurant features a varied menu with hearty breakfast options served until 2 PM, classic comfort dishes like steaks, chicken, pasta, and a soup and salad bar. Desserts are a standout at Rosalie's, showcasing fresh, homemade treats that range from cookies and cupcakes to turnovers.

Convenience is key at Rosalie's, offering dine-in, takeout, and delivery options. Whether you're stopping by for a quick lunch, enjoying a full dinner with the family, or indulging in baked goodies, Rosalie's ensures a warm and satisfying dining experience.



The Glacial Lakes area has a culinary scene that offers a delightful blend of creativity, tradition, and flavor. Whether you're looking for a quick and healthy bite, a comforting meal, or a fancier evening out, these restaurants showcase the best the area has to offer. So pack your appetite and get ready to savor South Dakota—one unforgettable meal at a time!

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Featured Travel Writers

- Jason Mitchell: Jason Mitchell Outdoors Television

FEATURED TRAVEL WRITERS



GLACIAL LAKES WALLEYE By Jason Mitchell, Jason Mitchell Outdoors

Northeastern South Dakota features a vast, rolling prairie terrain referred to as the Prairie Coteau. Formed by glaciers, the landscape is hallmarked with staggering numbers of wetlands, marshes and lakes. Some lakes in particular like Bitter Lake and Waubesa Lake are fairly large bodies of water each encompassing more than thirty thousand acres. There are many lakes in the region, however that are small, less than five thousand acres. Beginning in the mid-nineties, we experienced the start of a wet cycle that filled up many of these lakes and in some cases formed new lakes. The high-water phenomena created some of the most incredible fishing in the United States. This new water not only provides more room for fish to swim. The productivity, growth rates and young of the year fish recruitment raised eyebrows. From a biological perspective, nothing is more fertile, more productive than a new lake. While many of these lakes were indeed new and unknown, we didn't have to wait very long for so many of these obscure lakes to make this region famous.

What I love about this area in particular is the variety. There are large known fisheries like Bitter Lake and Waubesa

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Lake that have been on the radar of walleye anglers and ice anglers for several decades. Every time I visit this part of the world, however, there is a new hot lake. It seems. The region boasts some tremendous walleye fishing and is also really renowned for ice fishing jumbo perch but there is more. The quality of panfish like crappie and bluegill in some lakes would stock many anglers. The smallmouth bass fishing is also top tier. I have friends that drive all the way to Watertown or Webster, South Dakota every year from places like Arkansas and Missouri just to target smallmouth bass. They can't believe how great the bass fishing is.

The high water is unique. The variety and number of lakes is unique. How to target walleye in these often shallow, fertile dish bowl shaped prairie lakes can also be unique. These lakes are often referred to as a dish bowl lake because

these lakes simply gradually drop off into deeper water off the shoreline and the basins or deepest part of the lake are often uniform and flat. The contour or topography of many of these lakes looks just like a cereal bowl. Relatively speaking, these lakes are relatively shallow. There is no cold-water habitat or thermocline in these lakes. Many lakes are turbid and windwept come summer. Compared to many Canadian Shield lakes for example, there is little obvious structure and much of the lake is soft bottom although there may be some gravel and rock particularly along some of the shorelines. Aquatic vegetation is often important for finding walleye and depending on the time of year and lake, this weed growth often ends in six to twelve feet of water. Some of these lakes can be extremely clear while other lakes can be noticeably stained. Some of the lakes will have flooded timber. Flooded roads, ditches and stock dams can be common on many of the lakes.

If I had to narrow down finding and catching open water walleyes with a handful of presentations, you can get started with a short list.

Spring and early summer, think shallow. Casting crankbaits and soft plastics along wind swept shorelines produces a lot of walleye. This is often shallow, less than eight feet of water. In fact it isn't uncommon to catch walleye in less than four feet of water right during the middle of the day. Fish the wind unless the wind has been blowing so hard for so many consecutive days that the water is becoming really turbid. Rock and gravel shorelines often hold fish and not all the shorelines are created equal. Looking for a shoreline taper or contour where these fish have reasonably quick access to water deeper than eight feet. Emerging weeds and weed flats next to deeper water can also be extremely productive. Smaller shallow running crankbaits can let you cover water to find fish. Popular lures include Rapala Shad Raps, Northland Tackle Rumble Shads, Berkley Flicker Shads and Rapala Rippling Raps. Jigs and soft plastics or swim baits can also be productive. A quarter ounce jig with a four-inch paddle tail will catch a lot of fish. The Northland Mimic Minnows and Storm 360CT Search Bait are both prepackaged swim baits that work well. Good colors often mimic the natural forage. Perch patterns are productive along with white patterns that mimic white bass. On the stained lakes, bright chartreuse colors and the tiger patterns work well.

Later into the summer when the weeds grow so high along the shorelines that casting and fishing the weeds gets difficult, bottom bouncers and spinners produce a lot of walleye in this country. For much of the summer, you can catch a lot of walleyes simply pulling bottom bouncers and spinners right along the outside edge of the weeds. Many anglers will tip the spinner with a nightcrawler or soft



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plastic option like Gulper or Eye Candy. Bottom bouncers are often pulled below the boat at a forty-five-degree angle at about a mile and a half per hour. Cover water to find fish. Focus on any offshore reefs, pronounced points or saddles that drop off into deeper water. Again, good colors often reflect the water clarity or forage. Gold, whites and chartreuse schemes are popular in this region.

These two prominent presentations account for many walleye in this region, but the real magic of this area is that you can often catch fish however you want. You can pitch jigs, particularly in the spring and fall. Trolling crankbaits across the basins or along flooded roadbeds can be productive. You can slip bobber flooded timber. You can pitch glide baits like Juggin' Raps especially in the late summer and fall. You can fish larger lakes or hide from the wind on a small lake. You can fish popular locations that have several boats and have been producing limits

of fish for anglers for weeks or fish by yourself on a lake without another boat. You can target big fish or catch a lot of fish many anglers would regard as perfect for the table. You can spend your entire life learning the different lakes in this region and never really scratch the surface of all the opportunities.

Really a special area where you attempt to get lost on purpose with all the great fishing available. This region has some of the best walleye fishing. Casting a crankbait into three feet of water or pulling a bottom bouncer and spinner at two miles per hour isn't really what you would call finesse fishing. These fish can often be extremely aggressive and that is probably the final factor that makes this region so special for walleye anglers.





SO MAY FISH . . . SO LITTLE TIME By Jason Mitchell, Jason Mitchell Outdoors

So many fish... so little time. That is a thought that always enters my mind when I explore eastern South Dakota's Glacial Lakes Region. There are many large well-known lakes like Waubay Lake and Bitter Lake but across the entire region, what continues to draw my curiosity is the sheer number of small lakes. Many of these small lakes cycle and fire off at different times. Each year, new lakes emerge with a hot bite. The real beauty of fishing in this area is the simple fact that you have so many options, so many possibilities. If you don't like what you see on one lake, you can simply drive down the road and explore another lake. When you look at the entirety of the region, there are some tremendous fishing opportunities.

In the past, we have filmed many different television episodes, and we never have to worry about two years being the same. We have done everything from big smallmouth bass on topwater baits to giant walleye through the ice on tip ups. We have filmed several strategies for catching jumbo perch through the ice. We have filmed great walleye fishing on

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both big lakes and small lakes with countless presentations. We have seen gigantic crappie and bluegill. The fishing alone is noteworthy but we have also experienced some of the best bird hunting you could find anywhere. We have also filmed several waterfowl hunting episodes that range from field hunting mallards to pheasant hunting. Yes this part of the world is truly special if you love to fish or hunt.

A recent ice fishing episode we just filmed truly exemplifies what makes this region special. We started out on a lake targeting jumbo perch. Truth is, we caught a few fish but were struggling to catch fish. We could find the fish with forward facing sonar but the fish were spooking whenever we tried to drill holes over the top of the fish. This story is probably familiar if you

fish a lot. We were on a lake that had a recent hot fishing report, but the fish were not cooperating that particular day. We were in touch with some other anglers also fishing that same day on the same lake and the other reports were the same... tough fishing. We called an audible. We loaded up and drove down some gravel roads to another lake. We switched lakes and we switched species deciding to target walleye instead. The results were some huge walleye, and we were able to film a great episode.

This ability to call an audible is special and being an opportunist has created so many memories in this region. We have set out to target walleye and stumbled into incredible smallmouth bass fishing for example. We have switched gears to take advantage of a hot jumbo perch bite on other trips. We have had trips going sideways and found ourselves experiencing some type of really special fishing opportunity that we hadn't necessarily planned for because there are so many options and possibilities.

continue reading on page 63



There are countless lakes to explore and most people can never come close to exploring them all... not even a fraction. Be an opportunist and be flexible. With so much water, there is a good bite happening somewhere every day. Use all of your resources. The South Dakota Game, Fish and Parks publishes data for public

lakes online. Use local bait shops to gather information. You can find out information in the evenings at hotels, lodges and restaurants. If you are pleasant, respectful and appreciative, you can often get pieces of information from other anglers. With so much water available, networking is important for keeping a pulse on good fishing.

Also remember that these lakes are constantly changing. A hot perch lake from three years ago might not be the same today. A lake that hasn't been on the radar in a decade might be the hottest bite today. Also don't hesitate to hire a guide service to get acclimated to the area and try to sample as many fishing opportunities as you can when you fish the area.

What you will find is some of the very best fishing available anywhere for a wide variety of species. There are giant panfish like bluegill and crappie available. Some of the best jumbo

perch fishing that exists can be found in this region. There is incredible fishing for both smallmouth and largemouth bass. The walleye fishing can be next level when you look at the entire region. There are northern pike, white bass and even musky that fly under the radar. You can target trophy class fish for a respective species or target numbers of fish. You can target fish to eat, or you can fish purely for recreation. You can ice fish, shore fish or use a boat. In regard to boats, many of these lakes are small and many of these lakes are located at the end of some unassuming gravel backroads. You can fish this area effectively with a small boat if need be.

The South Dakota Glacial Lakes Region has long been a favorite area for us to explore each year. The opportunities are varied and rich. Truly a special corner of the world if you love to fish or hunt.

Walleye, perch, bass, and crappies will make up your favorite fishing spot. Be sure to check our website for weekly fishing reports, fishing videos, and more!
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Jason Mitchell Outdoors



- Jason Mitchell Stats
 - Podcast
 - 4 Podcast's in 2023
 - Total Views: 25,244
 - 4 Podcast's in 2024
 - Total Views: 26,777
 - Total downloads: 52,021
 - YouTube
 - 42.2K Subscribers
 - 33K Video Views from 1 year ago
 - Recent Ice Fishing video – 29k views
 - Recent Pheasant Hunting video – 11k views
 - Last Open Water video – 33k views
 - JMO Facebook
 - Reach: 788,549
 - Post Engagement: 39,909

2025 Regional Guide

- 25,000 copies
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- New Editorial content & updated Outdoor section layout



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I-29 Highlights



Highway 10 Tour



Highway 12 Tour



Highway 14 Tour



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[Click here to check out this video from Jason Mitchell on invasive species.](#)



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EXIT 133 | BROOKINGS, SD



Welcome New Members

- Hello Larson's Coffee Roastery, Volga
- Dakota Fish Tails, Clark
- Glacial Lakes Hunting Lodge & Guide Service, Florence
- Springs Inn Café, Wessington Springs
- Dakota Lakes Lodge & Bait, Webster
- Talking Waters Campground, Gary
- Buffalo Ridge Resort, Gary
- Back Forty Beef Corn Maze & Adventure Farm, Pierpont
- Betty's Camping, Waubay
- Southern MN Tourism Association
- Visit Rapid City, Rapid City
- A&W Restaurant, Webster
- The Hideaway on Main, Webster
- Hampton Inn & Suites by Hilton, Brookings

Facebook Welcome to New Members

 **Glacial Lakes & Prairies Tourism Association of Northeast South Dakota**
September 27 at 2:32 PM · 🌐

Please help us welcome our newest member: [Back Forty Beef and Adventure Farm](#). You will absolutely love this member. From the kids pedal pull, dog daze, moonlight maze, food trucks and most of all their corn maze! Check these out today!



Amazing!
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**Food Truck
Schedule**

Date	Food Trucks
September 7-8	Joe Zamboni Mexican, Taters Trailer, Coffee Trailer
September 14-15	Irresistible Eddies
September 21-22	Longhorn IPA, Taters Trailer, Coffee Trailer
September 28-29	Irresistible Eddies
October 5-6	Pickled Pig, Taters Trailer, Coffee Trailer
October 12-13	Steve and Marlene's Taters (2014), Pickled Pig, Joe Zamboni Mexican, Taters Trailer, Coffee Trailer (2015)
October 19-20	Irresistible Eddies, C&B, Taters Trailer, Coffee Trailer
October 26-27	Joe Zamboni Mexican, Taters Trailer, Coffee Trailer



**+4
October 19 & 20
DOG DAZE
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The only day to bring your dogs to the maze.
They bring over the award winning hot chili sausages for a treat your dog deserves!

**BACK FORTY
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ADVENTURE FARM**

Coffee Bracket Challenge

 **Glacial Lakes & Prairies Tourism Association of Northeast South Dakota** is with City of Volga and 3 others.
April 30, 2024 · 🌐

☕ COFFEE SHOP BRACKET CHALLENGE ☕

VOTING IS CLOSED.

This matchup is between [Hello Larsons Coffee Roastery](#) and [Gather](#). ... See more



HELLO LARSONS
VOLGA





GATHER
WATERTOWN



 Anjelica Burghardt Uthe, Langford SD and 38 others

2 comments 201 shares

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Coffee Edition



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93

Identified businesses
within region as potential
future members

17%

Increase in followers
since April 8

15K+

Total votes across 8
communities

Data from Meta Business Suite as of 5/17/2024 at 12:00pm

Thankful Thursdays



Glacial Lakes & Prairies Tourism Association of Northeast South Dakota

September 26 at 4:46 PM · 🌐



Man do we have a lot to be thankful for on this last Thursday of September! Help us thank the following members who have renewed with us for 2025.

[De Smet Super Deluxe Inn & Suites](#), [The Goss Opera House](#), [Dakota Pheasant Guide](#), [Waubay Walleyes & Wings Retreat](#), [Faulkton Area Economic Development](#), [Holland Bros Oil Inc](#), [Historic Prairie Village](#), [Visit Watertown](#), [Webster Area Chamber Of Commerce](#), [Huron Chamber & Visitors Bureau](#), [South Dakota Art Museum](#), [Waverly Steakhouse](#) , The C... See more



Glacial Lakes & Prairies Tourism Association of Northeast South Dakota

October 3 at 2:41 PM · 🌐



Can you believe it's the first Thursday of October. That means it's Thankful Thursday! And do we have a list for you this week! We are thankful for our members everyday, but help us let them know how much we appreciate them.

[Joseph N. Nicollet Tower](#), [Stavig House Museum](#), [Back Forty Beef and Adventure Farm](#), [Laura Ingalls Wilder Pageant - De Smet, SD](#), [The Abbey of the Hills Inn & Retreat Center](#), [Stillson Service](#), [Sisseton Area Chamber of Commerce](#), [Allevery Entertainment-Aber...](#) See more



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Glacial Lakes & Prairies Tourism Association of Northeast South Dakota

3d · 🌐



...

Help us congratulate one of our long time members, [The Wheel Inn \(Watertown SD\)](#). They held their 20th Anniversary ribbon cutting this morning. Here's to 20+ more years ahead!



 Boost this post to reach up to 9887 more people if you spend \$105.

Boost post



Rosie Smith, Anjelica Burghardt Uthe and 86 others

10 comments · 4 shares

Facebook Event Posters

Album 2025 Regional Events



Glacial Lakes & Prairies Tourism Association of Northeast South Dakota added 31 new photos.

Published by Jody Williamson



January 3 at 2:06 PM · 🌐



LIVE TRAVEL ADVENTURE BLESS

AND DON'T BE SORRY

JACK KEROUAC

