



## ***Rosebud Inn***

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***Submitted to***

*Southern New Hampshire University*

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## **SUMMARY**

Bed and Breakfast is the popular lodging, alternative to hotel high rises and motel monotony. B&Bs are either private residences where the owners rent spare bedrooms to travelers, or small, family-operated inns offering a special kind of warm, personal hospitality. Whether large or small, B&Bs will make you feel more like a welcome guest than paying customer.

The custom of opening one's home to travelers dates back to the earliest days of Colonial America. Hotels and inns were few and far between in those days, and wayfarers relied on the kindness of strangers to provide a bed for the night. During the Depression, the tourist home provided an economic advantage to both the traveler and the host. Travelers always drove through the center of town; there were no superhighways to bypass local traffic. A house with a sign in the front yard reading "Tourists" or "Guests" indicated that a traveler could rent a room for the night and have a cup of coffee before leaving in the morning. The usual cost for this arrangement was \$2. The money represented needed income for the proprietor as well as the opportunity to chat with an interesting visitor.

In the 1950s, the country guest house became a popular alternative to the costly hotels in resort areas. The host compensated for the lack of hotel amenities, such as private bathrooms, by providing comfortable bedrooms and bountiful breakfasts at a modest price. The visitor enjoyed the home-away-from-home atmosphere; the hosts were pleased to have paying house guests.

The incredible growth in international travel that has occurred over the past 30 years has provided yet another stimulus. Millions of Americans now vacation annually in Europe, and travelers have become enchanted with the bed and breakfast concept so popular in England, Ireland, and other parts of the Continent. In fact, many well-traveled Americans are delighted to learn that we "finally" have B&Bs here. But, as you now know, they were always here.

# **COMMUNITY ENVIRONMENTAL PROFILE**

## **ROSEBUD SIOUX TRIBAL GOVERNMENT**

The United States Government as defined by the United States Constitution has governmental relationships with International, Tribal, and State entities. The Tribal nations have a government-to-government relationship with the United States. The Tribes of the Great Sioux Nation signed treaties in the 1800's with the United States, which are the legal documents that established our boundaries and recognized our rights as a sovereign government.

The U.S. Congress originally reduced the Rosebud Sioux Tribal lands to a reservation with defined boundaries in the Act of March 2, 1889, which identified all the Lakota/Dakota reservations in what is known as the Great Sioux Settlement. The Tribal governments maintain jurisdiction within the boundaries of the reservation including all rights-of-way, waterways, watercourses and streams running through any part of the reservation and to such others lands as may hereafter be added to the reservation under the laws of the United States. The Tribal government operates under a constitution consistent with the Indian Reorganization Act of 1934 and approved by the Tribal membership and Tribal Council of the Rosebud Sioux Tribe. The Tribal Council consists of a President, Vice-President, Secretary, Treasurer, an Sgt-At-Arms, and twenty additional Council members, which are elected by the Tribal members.

## **LAND**

The Rosebud Sioux Tribal members are descendants of the Sicangu Oyate of the Tetonwan Division of the Great Sioux Nation. The 1889 Act and subsequent Homestead Acts reduced the Tribal homelands originally recognized by the 1851 and 1868 Treaties to the current boundaries. The Reservation is located in south central South Dakota and borders the Pine Ridge Reservation on the northwest corner to the Nebraska border, which is the southern boundary of the reservation. The Todd County lines are the northern and eastern borders. The total land area of the Rosebud reservation is 2.8 million acres with 1.6 million acres tribally or individually owned. The land is an integral part of the Lakota culture and the economic base of the reservation.

The Rosebud Reservation is located in Todd County, south central South Dakota. The Rosebud Service Unit encompasses a great deal more than the reservation proper. Included in the service unit are the following South Dakota counties; Gregory, Mellette, Todd, and Tripp, plus Cherry County in Nebraska for a total of 5,961 square miles. There are many small communities within the service unit boundaries. The community of Rosebud is the center for business, commerce, health, government, and the Indian Health Service (IHS) Hospital. The Bureau of Indian Affairs (BIA) Agency is located in Mission, SD, which is 18 miles east of Rosebud, SD. The Tribal Headquarters in Rosebud is approximately 270 miles from the BIA and IHS Aberdeen Area Office.

## **CULTURE**

The Great Sioux Nation is also called The Lakota/Dakota/Nakota Nation. The people of the Sioux Nation refer to themselves as Lakota or Dakota, which means friend or ally. The United States government took the word Sioux from (Nadowesiuox), which comes from a Chippewa (Ojibway) word, which means little snake or enemy. The French traders and trappers who worked with the Chippewa (Ojibwa) people shortened the word to Sioux.

The Rosebud Sioux Tribe includes the Sicangu or Brule Tribe of the Lakota Nation also known as the Heyata Wicasa or Upper Brule. The Lakota Nation includes Upper Brule, Lower Brule, Oglala, Hunkpapa, Blackfoot, Minnecoujou, Sans Arcs, and Two Kettle. The Lakota's speak an "L" dialect of Siouan language and were expert horsemen and buffalo hunters on the plains. The Yankton and Yanktonais are called the Wiccyala or Middle Sioux. Four bands of the Isanti, or Stone Knife People, including the Mdewankanton, Wahpetonwan, Wahpekute, and Sissetonwan comprise the Eastern Division of the Sioux Nation. The Yanktonias speak the "N" dialect and the Isanti speak the "D" dialect of Siouan language. The Yanktonais and the Isanti were a river-plains people who did some farming as well as buffalo hunting.

The government identified all the Tribes with similar languages as the Sioux people. The oral tradition of our people states that the Lakota and Dakota people were one nation. The Lakota people moved away and formed their own nation. The Lakota/Dakota/Nakota people still practice their sacred and traditional ceremonies, which encompass the seven rites of Lakota religion, brought by the White Buffalo Calf Woman.

Social activities such as powwow, rodeos, and races are celebrated in the summer months. Special powwows held for individuals who accomplished a stage in their lives such as graduation or acceptance in the arm forces with traditional honoring ceremonies, give away, and feasts to celebrate the accomplishments. The oral tradition is still passed down from the elders to the youth.

The future of our people is in the hands of our children. The children of the Great Sioux Nation will bring us into the 21st century with pride.

## **HISTORY**

The Rosebud Sioux Tribe is part of the Great Sioux Nation known as Sicangu Oyate, or Burnt Thighs, and called Brule by the French. The Great Sioux Nation recognizes our land base in accordance with the Fort Laramie Treaty of 1851. The Great Sioux Nation extended from the Big Horn Mountains in the west to the eastern Wisconsin. The territory extended from Canada in the north to the Republican River in Kansas in the south. The Great Sioux Nation was reduced in the 1868 Fort Laramie Treaty from the Big Horn Mountains in the west to the east side of the Missouri River, the Heart River in North Dakota in the north and the Platte River in Nebraska to the south. This includes the entire western half of South Dakota.

The Black Hills are located in the center the Great Sioux Nation. The Black Hills are sacred to the Lakota/ Dakota people and today considered an important part of our spiritual lives. A direct violation of the 1868 Treaty was committed in 1874 by General George A. Custer and his 7th Cavalry. The 7th Cavalry entered the Black Hills, the center of the Great Sioux Nation and found gold in the Black Hills. The Gold Rush started the conflict between the United States and Great Sioux Nation. The Great Sioux Nation opposite this violation of the treaty. The United States Government wanted to buy or rent the Black Hills from the Lakota people. The Great Sioux Nation refused to sell or rent their sacred lands.

The 7th Cavalry under General George A. Custer was requested to bring the Sioux bands in and place them on the reservation lands. On June 15, 1876, the Battle of the Little Big Horn between the 7th Cavalry and Lakota Nation with their allies Cheyenne and Arapahos at Greasy Grass, Montana took place. The Sioux Nation won a victory over General George A. Custer and his 7th Cavalry.

The Great Sioux Nation scattered, some to Canada and others surrendered to the reservations. The United States Government demanded that the Lakota nation move to the reservations. The people finally surrendered after being cold and hungry and moved on the reservations. The government still insisted buying the Black Hills from the Lakota people. The Sioux (Lakota) Nation refused to sell their sacred lands. The United States Government introduced the Sell or Starve Bill or the Agreement of 1877. The Lakota people starved but refused to sell their sacred land so the U.S. Congress illegally took the Black Hills from the Great Sioux Nation. The Allotment Act of 1888 allotted Indian lands into 160-acre lots to individuals to divide the nation. The Act of 1889 broke up the Great Sioux Nation into smaller reservations, the remainder of which exist today at about one half their original size in 1889.

Short Bull, a Sicangu, traveled west with two other Lakotas in a long journey to speak with Wovoka, a Paiute spiritual leader, about his vision and the meaning of the Ghost Dance. Many of the Lakota people began to believe in the Ghost Dance experiences as the movement spread to the reservations. The U. S. Army feared the unity through prayer among the Tribes and ordered the arrest of Sitting Bull on the Standing Rock Reservation. In the process of the arrest Indian Police shot Sitting Bull on December 15, 1890.

The Hunkpapa who lived in Sitting Bull's camp and relatives fled to the south onto the Cheyenne River Reservation. They joined the Big Foot Band in Cherry Creek, South Dakota then traveled to the Pine Ridge reservation to meet with Chief Red Cloud. The 7th Cavalry caught them at a place called Wounded Knee on December 29, 1890. The 7th Cavalry took all the weapons from the Lakota people. The 7th Cavalry massacred 300 people at Wounded Knee and left the bodies to freeze in the snow. The people of the Great Sioux Nation slowly recovered from this injustice and continue to survive in their homeland.

## **CLIMATE**

The average rainfall is 16-17 inches during the summer season. The growing season lasts three months, June to August. The snow fall averages from moderate too heavy for winter weather. The temperature in the winter can be 30 degrees below zero with 25 degrees above zero average. The average temperature in the summer is 80 degrees but will range from 69 degrees to 110 degrees from June to August. The wind averages 18 mph per day annually. The area suffers from occasional droughts in the summer and severe blizzards in the winter. The spring and fall times are very pleasant.

## **TRANSPORTATION**

The Rosebud Reservation includes Highway 18 east and west through the middle of the reservation to a junction with Highway 83, which bisects the Rosebud on a north to south line the entire width of the reservation. Other transportation arteries include BIA Roads running each direction connecting roads in the interior of the Reservation. The Greyhound Bus services are located in Winner, Phillip and Pierre, South Dakota. The nearest commercial airline is in Pierre, South Dakota about 100 miles north of Rosebud, South Dakota.

All weather hard top roads service most of the communities on the reservation. Gravel roads service isolated communities. Most homes on the reservation are inaccessible during periods of blizzards or heavy rain. Approximately 76% of the people on the reservation have access to an automobile. No commercial land or air transportation serves the reservation. A 2,000 foot asphalt runway is located in the center of the reservation at Mission for charter aircraft flights. The Tribe operates a full time ambulance service.

## **TRIBAL ECONOMY**

The major economic occupation on the Rosebud Reservation is cattle ranching and farming for a number of Tribal operators. The second largest employer is the Rosebud Sioux Tribe through the provision of administrative and other services including the Tribal Land Enterprise, education, and healthcare and law enforcement. Tribally operated schools and Sinte Gleska University are large employers. The Rosebud Casino employs a large number of Tribal members. The Tribe also operates a Tribal Ranch, a hunting program for small game, big game, and waterfowl. The Tribe also manages a buffalo herd for food and game production.

Commercial business by private operators include convenience stores, gas stations, restaurants, laundromats, auto repair shops, a video arcade/fast food shop, and arts and handcrafts, and other service and commercial vendors.

The Rosebud Sioux Tribe, Sinte Gleska University, Bureau of Indian Affairs, and the Indian Health Service provide the majority of employment.

## **RECREATION**

The Rosebud Sioux Tribe has some of the finest hunting and fishing in the area. Many residents and non-residents on the Reservation enjoy outdoor sports. The Tribe operates the Rosebud Casino and is building a motel for visitors and sportsmen.

The Nation sponsors an annual powwow in the August each year. In addition to the dancing competition, the summer event also includes a rodeo, outdoor concert and a softball tournament. There are several camping areas and lakes for fishing and water sports including canoeing on the Little White River. During the year other sports activities such as Softball, Volley Ball, and Basketball tournaments are also held during the year.

## **PUBLIC UTILITIES**

Golden West Telecommunications provides telephone service to the reservation. Cherry Todd and La Creek Electric Cooperatives provide electric utility services for the Rosebud Reservation. The Tribe operates the solid waste and water departments to supply clean water for the district communities from groundwater sources and is construction the Rosebud Rural Water System as part of the Mni Wiconi Project bringing water from the Missouri River.

## **COMMUNITY SERVICES**

The Tribe provides an elderly nutrition program and youth cultural/ recreational activities. There is also an area rodeo club for rodeo sports. The Indian Health Service at the Health Center Hospital and Clinic provides health care. The Tribal Health Department provides a number of health services including the Community Health Representative Program, and mental health and dental services. The Health Department also provides examinations and eyeglasses to all residents at reduced rates. The Ambulance Service provides emergency health care service to all areas of the reservation.

## **HOUSING**

The Rosebud Housing Authority manages over 1000 housing units in the district communities and on rural scattered sites through HUD Low Rent and Mutual Help home ownership housing programs. Other housing is available through the Bureau of Indian Affairs and Indian Health Service for their employees. Private housing stock is limited.

## **FUTURE**

The Rosebud Sioux Tribe desires to continue progress in providing for our people and the development of increased self-sufficiency. There are plans underway to develop natural and cultural resources to preserve traditions and educate Tribal members and non-members, and strengthen the economy on the reservation. The Nation will continue to search for ways to maintain our culture and develop new economic opportunities for our future generations.

### **Environmental Summary:**

*Reservation Water System:* Water is the key to increasing the quality of life and promoting full economic development on the Rosebud Reservation. The 12,783 Indians living on the reservation need an adequate supply of good quality water.

Problems with water quality and inadequate supply are common throughout the reservation. This condition has a detrimental effect on health and quality of life as well as deterring economic growth. The availability of a plentiful and high quality water supply is vital to the health and well being of the people living on the Rosebud Reservation. The level of health and quality of life of the general population is directly related to the quality of their domestic water supply. Many residents currently depend on poorly constructed or low- capacity individual wells. These sources are often contaminated with bacteria or undesirable minerals, provide an inadequate quantity of water, and are costly to maintain and operate. Many people wish to return to their family lands or relocate to rural areas to raise their families but are limited by the unavailability of water.

Agriculture is the primary industry on the Rosebud Reservation and the key to the full development of this industry is water. Surface water in small streams, lakes, and dugouts is scattered throughout the area. Surface water, however, is an unreliable year-round supply and generally available only during the wet periods of spring. During drought periods, these sources often dry up, and livestock must be sold or moved off the reservation.

Shallow groundwater is scarce and unreliable and deep groundwater, while generally more plentiful, is highly mineralized and of poor quality. This lack of an adequate water supply has also reduced the livestock production on the reservation. The grazing lands cannot be fully utilized and valuable resource is wasted. The lack of stability in the production of feeder-cattle also discourages related industrial development such as cattle feeding, packing plants, and other value-added industries.

*Hydrologic Setting:* Shallow groundwater is not obtainable on most of the Rosebud Reservation, and where it is found, it is often of poor quality. Surface waters, though valuable and widely distributed resources, are undependable because of scanty and erratic precipitation. Artesian water from deeply buried bedrock aquifers underlies all of the reservation. These aquifers are not, and probably will not become highly developed sources of water because of the high-to-very-high salinity and other mineral content of artesian water in most of the area.

*Water Availability and Use:* The Bureau of Indian Affairs NARIS data identifies a total of 922,759 acres of farmland on the Rosebud Reservation including irrigated acres. Surface water from lakes, rivers, and aquifers are the major water source for the reservation. Other reservation streams have extremely variable flow patterns and are not reliable enough for a year-round supply. With the exception of the Oglala Aquifer, groundwater is not as abundant as surface water nor is the quality as high and where available it is usually adequate for only small-scale use. This impacts both domestic and livestock water supplies and expansion therein. For these reasons, the Tribe is researching water development needs and projects for the reservation.

The Rosebud Sioux Tribe is included in the Mni Wiconi Water Project, which is in the final planning and early construction stage. The project will provide water from the Missouri River near Ft. Pierre, SD to the Indian communities on the Rosebud Reservation, as well as the Lower Brule and Pine Ridge Reservations and several non-Indian communities in Lyman and Jones Counties. This system is now under construction with completion expected in eight years. This project will meet the reservation population needs for the first time in history.

*Terrain:* Rolling hills, woodlands, river valleys, stock dams, and lakes dominate the reservation.

<u>Tribal Lands</u>	<u>Acres</u>
Agriculture	67,051
Grazing	809,993
Forestry	43,109
Other	29,847
Total:	950,000

*Environmental Problem Statement:* In 1997, Tribal environmental staff identified **groundwater contamination from hydrocarbons, arsenic, and nitrates is deteriorating the drinking water quality at two communities on the reservation as the primary environmental problem facing the Tribe.**

## **BACKGROUND**

. The Tribal Council President is the administrative head of the Tribe and serves a two-year term. The President and Vice-President of the Tribal Council are elected at large, the Secretary, Treasurer, and the Sgt.-At-Arms are appointed by the Tribal Council who are elected from their districts.

### **Rosebud Reservation Districts:**

- |                       |                               |               |                            |
|-----------------------|-------------------------------|---------------|----------------------------|
| 1. Ideal              | 4. Ring Thunder/Soldier Creek | 7. Swift Bear | 10. Black Pipe/He Dog      |
| 2. Butte Creek/Okreek | 5. St. Francis                | 8. Parmelee   | 11. Corn Creek/Horse Creek |
| 3. Antelope           | 6. Grass Mtn./Upper Cut Meat  | 9. Rosebud    | 12. Bull Creek/Milks Camp  |

The political agenda on the Rosebud Sioux Reservation, is to attain economic self-sufficiency. But in the past years, little progress has been made toward developing a local economy.

### **PROBLEM STATEMENT:**

The Rosebud Sioux Indian Reservation is one of the poorest areas of the United States. Today, according to the Bureau of Indian Affairs, 96% of the workforce is unemployed, per capita income remains for below the national poverty line, and alcoholism, violent crime, substance abuse and other social ills plague the Reservation's residents.

Economic activity blossomed on the reservation during the late—1960's and early 1970's; federal funds poured into the Reservation's economy, and a variety of small, locally owned industries thrived. Yet, by the middle 1970's industrial activity on the Reservation ceased. Indian leaders and other local observers cite the rise of the American Indian Movement, ineffective, self-serving tribal leadership, tribal divisiveness, poor management of tribally-owned enterprises, and the decline of the regional economy as factors contributing to the decline of the economy.

As the situation worsened, successive tribal administrations attempted to revitalized the economy by pursuing grandiose development initiatives. These initiatives faltered primarily because the Tribe did not adequately assess the economic feasibility of each new project, nor did the Tribe have an integrated, long-term economic development strategy.

## **GOAL STATEMENT:**

The vision of the Rosebud Inn is to generate a primary, business sector economy that creates jobs in the area. This is both a short term and a long-term vision. The poverty level for all ages in Todd/Tripp counties is 66.3% on the Rosebud Reservation. The gross sales in Tripp county is 13,848,973.11 for the year and the gross sales in Todd county is 9,987,675.00. In the short term, we intend to obtain a 35 percent occupancy by the end of the first year.

In the long term, increase number of jobs. The Rosebud Inn will increase the job market by 4. Also, we will provide an unforgettable guest visit, to meet strong competition, to be marketed minded, to have an enjoyable livelihood to provide a needed service in the community, and to earn the status of desirable community member.

## **OBJECTIVE:**

Our main focus at this time is to have a Bed & Breakfast with a Boardroom, Laundry facility and Craft Shop. The Rosebud Inn will be open year round, which will benefit tourists and hunters that visit throughout the year. The Craft Shop will continue to receive hundreds of tourists during the summer according to the statistics shown in the guest book located at the Beuchel Memorial Lakota Museum. There were 3600 tourists who signed the guest book between June-September of this year. This establishes a reliable tourism base for our proposed venture.

## **PROJECT PRODUCT:**

After opening the Inn, we plan to expand to include a recreation room, laundry room and dining area. The boardroom will also double as a sitting area where tourists and hunters can socialize and relax. Out side the building, we plan to have benches with a gazebo and barbecue pit. We will also provide utensils and other supplies needed to have a barbecue.

Later in the year, we plan to have tour packages. Some suggested tour packages would include: a Boat tour near the lake, Pow –wow events or any of the events being held during the time of their visit. There are many scenic paths located around the Rosebud Inn that enhance the peace and tranquility of the area.

During the winter months when the tourists and hunting season is slow, we will open our laundry facility and the recreation room to the public. We have a great opportunity to promote tourism for our area and let the people know how beautiful and interesting the region can be.

Our service will provide visitors to our region with a reason to stay in the area and to spend time and money within the surrounding communities. The facility will be called Rosebud Inn located near Dixon, SD (Bull Creek Community) in the region. It will feature seven bedrooms, two full baths, conference room, craft shop, laundry room and a dining room in the sun porch. Later, with expansion, there will be a recreation room, bookstore, outside benches, gazebo, and tourist package.

## **EXPECTED OUTPUTS:**

Research

Develop a business plan for this project successfully.

Gathering data information

## **EXPECTED INPUTS:**

We have identified all of the popular events that take place within our region and we will offer tourist and hunters a variety of packages including transportation to and from events. Some examples are: horse rides, and nature walks on the trail located around Rosebud Inn. Especially, a guide for hunting. The Dakota birds access over 5,000 acres of hunting land, along with numerous sloughs, waterways and grasslands are perfect for hunting. This region provides the best turkey and pheasant anywhere. The turkey population has increased dramatically.

## **METHODS OF MONITORING:**

The fact is that most of the hunters are from the east coast, and one of the insights is to be the only Indian owned Inn in the region.

## **EVALUATION**

Rosebud's economic opportunities take into account the tribe's lack of capital to finance large-scale industrial projects, the shortage of trained business manager's and more importantly, the dynamics of the local and regional economy. In response to the Tribe's concerns, tried to focus on business opportunities which require minimal start up and operating capital, do not pollute the environment, permit flexibility and are job intensive.

Our first location for the Rosebud Inn was Grass Mountain Community. But further research, the community did not want development, there is a resolution in place. The Rosebud Sioux Tribe also passed a resolution for guide services. (see Appendics)

### **Strengths**

- Tribal sovereignty
- Tribal exemption from state income and property taxes
- Tribal ability to control tribal tax structure
- Tribal water supplies
- Communal land ownerships of the reservations that simplifies right-of-way, land use, site, and permitting processes

### **Weakness**

- Limited access to capital

## Opportunities

- Develop capabilities on and off the reservations

## Threats

- Other Bed & Breakfast in the surrounding area

It is a high competitive market in the area: (Dixon, SD)

Gloria's Bed & Breakfast	Gregory, SD	12.1 miles
Tobin House B & B	Winner, SD	22.3 miles
Konechne & konechne	Kimball, SD	35.5 miles
Country Corner B & B	Corsica, SD	53.5 miles
River Place Inn	Pierre, SD	78.3 miles

Distance are in miles from the center of Dixon, SD

## RECOMMENDATIONS

Bed and Breakfast, in the purest sense, is a private home, often referred to as a "home stay," where the owners rent their spare bedrooms to travelers. However, American ingenuity has enhanced this simple idea to include more spectacular homes, mansions, small inns, and intimate hotels. With few exceptions, the proprietor is the host and lives on the premises.

There is a distinction between B&B homestays and B&B inns. Inns are generally defined as a business and depend upon revenue from guests to pay expenses. They usually have six or more guest rooms, and may have a restaurant that is open to the public. The tariff at inns is usually higher than at a home stay because the owners must pay the mortgage, running expenses and staff, whether or not guests come.

Whether plain or fancy, all B&Bs are based on the concept that people are tired of the plastic monotony of motels and are disappointed that even the so-called budget motels can be quite expensive. Travelers crave the personal touch, and they sincerely enjoy "visiting" rather than just "staying".

Prices vary accordingly. There are places where lovely lodging may be had for as low as \$25 a night, and others that feature an overnight stay with a gourmet breakfast in a canopied bed for \$85. Whatever the price, if you see the sign \*, it means that the B&B has guaranteed its rates through 1994. Accommodations vary in price depending upon the locale and the season. Off-season rate schedules are usually reduced.

However, B&Bs are always less expensive than hotels and motels of equivalent caliber in the same area. A weekly rate is usually less expensive than a daily rate. Special reductions are sometimes given to families (occupying two rooms) or senior citizens.

## **If we did this project over again what would be different....explain**

Evaluate our inventory of skills and interests. Sort out our own skills and the skills of the partner(s). Determine how we as partners will overcome any deficiencies we may have in our skills that are necessary to operate a B&B. We would have to decide how important these factors are to succeed.

## **RESEARCH**

According to the Department of Development and Tourism Design Guidelines, the exterior image will form the first impression on the tourists. Therefore, we are keeping the existing look to the entrance but we will add to the décor. Listed on page four of the tourism design guidelines it states “spaces such as a veranda for sitting outside, sun porch, children’s play area, and games area that can be provided will increase visitor enjoyment”. We will be offering many of these spaces. Our facility will also have wheel chair accessibility for any visitors who are handicapped.

## **BUDGET:**

SEE ATTACHED APPENDICES

## **TIME LINE /IMPLEMENTATION PLAN**

To attract tourist and hunters, we plan to advertise through our local newspaper and Radio. We are also planning to advertise through creating fliers, pamphlets, putting ads for tourism and hunting. The best way is by word of mouth. There are opening specials, which are offered to newly opened businesses. We will also be placing information packages at various tourist information centers, in order to inform as many tourists and hunters as possible of our area.

## **COMMUNICATIONS TECHNOLOGY**

The website is great for data information and statistics.

## **CONCLUSIONS**

The rewards of opening a bed and breakfast is meeting people, adding income, gaining independence and it's an enjoyable way of life. The business can give you great satisfaction as it grows into a valuable investment. As a host, your personality, distinctive and personalized hospitality, standards of excellence, and creative marketing can make a significant difference. Which brings us to the basic appeal of a Bed and Breakfast Inn. It's a quiet "home-style" place to stay. Generally, they (B&B owners) enjoy visiting with the people off the superhighway and want to get away from the sterilized atmosphere and sameness of hotels and motels.

There is a wide variety of B&B accommodations available. In categorizing the different types of B&Bs, the American Bed and Breakfast Association looks primarily at the use of the entire building and its relation to the B&B activity that occurs there. The association believes this approach is consistent with way insurance underwriters, legislators, code enforcers, and regulatory bodies are discussing and dealing with B&B issues. Differentiating between the different types of B&Bs remains one of the most important issues for the B&B industry as more legislation is being written to oversee its growth.

The primary variable will be the monthly overhead and debt payments and annual number of room nights sold. Other variables will include number of rooms, occupancy rate, seasonal of the location, start-up and improvements costs, advertising expenses, owner/host wage level. A 1998 study by The Professional Association on International Innkeepers (3) indicated the most B&B inns needed at least five to six rooms to reach the break-even point before debt service and at least six to seven guest rooms to reach the break-even point after debt service. The study also revealed that average B&B owners devoted more than 74 hours a week to the daily running of a five to ten room inn.

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