



The Custer Area Chamber of Commerce & Visitors Bureau

The Custer Area Chamber of Commerce invites you to become part of the only organization within Custer County that represents the business community's viewpoint. The core of the Custer Area Chamber of Commerce is people who realize that Chamber membership and success in business is achieved collectively rather than individually and who care about economic prosperity.

Membership Benefits

Buffalo Bytes – Our e-newsletter is emailed every Thursday and full of community information. Members may list their announcements and events simply by emailing bytes@custersd.com. There are over 450 recipients so this is a very informative piece.

Email Updates – We send emails to our members when there is something you need to be aware of such as fires, counterfeit money, road closures, emergency announcements, etc.

Chamber Website – One of our biggest inquiry tools is www.custersd.com. We can update your website listing quickly when you have changes. The website has record numbers of hits and page views.

Information Pages (Gold Book)– An informative booklet that works great for employers and front-line employees. These pages include important information that visitors are looking for: locations, phone numbers, entrance fees, tour times, and services of our member businesses. These pages go to Custer businesses every May.

Southern Hills Vacation Guide – This publication includes information on lodging, attractions, tours, shopping, restaurants, and much more for the Southern Black Hills communities of Custer, Hot Springs, Hill City, and Keystone. 90,000 are printed yearly and mailed to vacationers inquiring about the area, as well as handed out in the area and available for download on our website, www.custersd.com. All tourism-based members are included.

Custer Community Directory – 30,000 directories are given to locals as their “go-to” community directory. They are also mailed to those interested in moving to the area and are available for download on our website. All members are included, along with other helpful information about Custer.

Mixers – November– May, one Thursday evening every month from 5-7 pm. Join us after work to unwind, socialize, and network with 75-100 attendees and prospective business contacts. Monthly fun to promote your business!

Rack Cards/Brochures – Let us advertise for you. Provide us with your rack cards, business cards, or brochures and we will display them for you as well as giving them out to our 40,000 visitors, as well as locals, each year.

Committees – There are many committees to be involved with through the Chamber, including the 4th of July Committee and the Gold Discovery Days Committee. Get involved and help strengthen the community.

Events – The Chamber organizes numerous events throughout the year: Custer Trade Show, Restaurant Week, Tesla Rally, Off-Road Rally, Custer Fourth of July Celebration, Gold Discovery Days, Christmas Parade, and many more. Events keep people coming to our community which helps all area businesses.

Custer Cash – Keeping business and dollars local is important to our area and we have Custer Cash for that very purpose. Anyone (businesses, individuals, local and non-local) can purchase Custer Cash and it makes great year-round gifts and incentives. In addition, each year the Chamber provides thousands of dollars of complementary Custer Cash for many events held in our area, and the cash is all spent in our local businesses while the event participants are here.

Custer Cash works exactly like cash and is purchased at the Chamber in increments of \$5, \$10, and \$20. Participating businesses are listed on the back of each certificate. Custer Cash is treated exactly like cash. Change is given if the full amount is not spent, but it's not to be used as an exchange for cash. Businesses bring the Custer Cash they have accepted to the Chamber and they are reimbursed for the full-face value. Reimbursement is made on the 15th and 30th of each month. The Custer Cash certificates must be presented to the Chamber for reimbursement. There is a \$25 annual participation fee to cover the administrative costs of the program.

2024 Custer Cash Participants

A Walk in the Woods	Horatio's Homemade Ice Cream
Altitude Gifts & Sweet Shoppe	Jenny's Floral
Art Expressions of Custer	Lynn's Dakotamart
Baker's Bakery	Maria's Mexican
Begging Burro	Miner's Cup
Black Hills Parks & Forests Assoc.	Mount Rushmore Brewing Co.
Black Hills Power Bikes	Old Pine Social
Black Hills Sauce & Dough Co.	Our Place
Buglin' Bull	Pizza Hut
Calamity Jane's Coffee Shop & Grill	Pizza Mill
Carson Drug	Pounding Fathers
Claw Antler & Hide	Premier Family Eyecare
Common Cents Convenience Store	Purple Pie Place
Custer Ace Hardware	Quilted Buffalo
Custer Beacon, The	Rocky Knolls Golf Course
Custer County Candy Company	Sage Creek Grille
Custer Do It Best Hardware	Skogen Kitchen
Custer's Last Stop	South Dakota Outdoor Shop
Custer Senior Center	Subway—Custer only
Dakota Greens	The Custer Wolf
Feel Good Cafe	VFW Post 3442
Frontier Photo	Wicked Espresso
Gold Pan Saloon	
Good Karma	
High Mountain Outfitters- Custer only	

Thanks to all our participating businesses for making this popular program so successful! If you're not a Custer Cash participant, we hope you will consider joining! If you have questions, or to sign up as a participant, contact the Chamber at 605-673-2244 or info@custersd.com

2025 Membership Rates

Retail-Professional Businesses	\$260
Restaurants (plus .50/seat & \$50/lounge)	\$260
Attractions	\$260
Motels (plus \$1/room)	\$260
Bed & Breakfasts (plus \$1/room)	\$260
Cabins/Campgrounds (plus \$1/cabin & .50/campsite)	\$260
Resorts	\$525
Casinos	\$260
Utilities	\$715
Home-Based Business	\$150
Personal/Associate	\$85
Non-profit (organizations & agencies)	\$95

Dawn Murray – Executive Director
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MISSION STATEMENT

The Custer Area Chamber of Commerce will promote a positive business climate by encouraging community unity, growth and development