



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 is 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.

Membership Spotlight – A weekly section of Buffalo Bytes and also on the Chamber website where Chamber Members are able to submit their business information with a photo about their unique offerings to the community. Contact assistant@custersd.com for your opportunity.

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. You can upload your events to the website at any time. Banner ad options are also available to members.

Chamber 'Members Only' Facebook Link – Our monitoring member businesses, and 'liking', boosts members' online presence, brand building, sharing your postings with a wide audience to unlimited possibilities. Members can go to <https://www.facebook.com/groups/286446885291486> and click on "Join Group"

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 give 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, 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.

2025 Custer Cash Participants

A Walk in the Woods	High Mountain Outfitters- Custer only
Art Expressions of Custer	Horatio's Homemade Ice Cream
Baker's Bakery	Hounds, Pugs & Hugs, LLC
Begging Burro	Jenny's Floral
Black Hills Burger & Pizza Co.	Lynn's Dakotamart
Black Hills Parks & Forests Assoc.	Maria's Mexican
Black Hills Power Bikes	Miner's Cup
Buglin' Bull	Mount Rushmore Brewing Co.
Calamity Jane's Coffee Shop & Grill	Our Place
Carson Drug	Pizza Hut
Claw Antler & Hide	Pizza Mill
Common Cents Convenience Store	Pounding Fathers
Custer Ace Hardware	Premier Family Eyecare
Custer Beacon, The	Purple Pie Place
Custer County Candy Company	Rocky Knolls Golf Course
Custer Senior Center	RP Lumber
Custer Wolf, The	Sage Creek Grille
Dakota Greens	Sweet Clover & Sage Salon
Dave's Rock Shop	Skogen Kitchen
Feel Good Cafe	South Dakota Outdoor Shop
Frontier Photo	Subway—Custer only
Game On Arcade	VFW Post 3442
Gold Pan Saloon	Wicked Espresso
Good Karma	

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

2026 Membership Rates

Retail-Professional Businesses	\$290
Restaurants (plus .50/seat & \$50/lounge)	\$290
Attractions	\$290
Motels (plus \$1/room)	\$290
Bed & Breakfasts (plus \$1/room)	\$290
Cabins/Campgrounds (plus \$1/cabin & .50/campsite)	\$290
Resorts	\$575
Casinos	\$290
Utilities	\$715
Home-Based Business	\$165
Personal/Associate	\$85
Non-profit (organizations & agencies)	\$105

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