



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

Your Chamber membership provides valuable opportunities to promote your business, connect with the community, reach visitors, and help strengthen the local business climate.

Buffalo Bytes E-Newsletter

Buffalo Bytes is the Chamber's weekly e-newsletter, delivered every Thursday to **500+ subscribers**. It keeps readers informed about community news, upcoming events, business announcements, and local happenings.

Members can submit **business announcements, promotions, and events** for inclusion by emailing bytes@ustersd.com.

Membership Spotlight

Each week, a Chamber member is featured in the **Membership Spotlight**, which is shared through multiple Chamber marketing channels, including:

- **Buffalo Bytes** weekly e-newsletter
- **Custer Chamber website**
- **Custer Chamber Facebook page**

This is an opportunity to showcase your business, share a photo, and tell the community about your **unique products, services, or offerings**.

Contact assistant@ustersd.com to learn more or request a spotlight.

Member Email Updates

The Chamber keeps members informed about important issues that may affect their businesses and customers. Updates may include information about **fires, counterfeit money, road closures, emergencies, community notices, and other timely issues**.

Chamber Website

Our website, www.custersd.com, is one of the Chamber's most important tools for responding to visitor and community inquiries.

Members receive a business listing on the website, and we can quickly update your information when changes occur. Members can also **submit events at any time** for inclusion on the online calendar.

Banner advertising opportunities are also available to Chamber members.

Chamber Members-Only Facebook Group

Our **Members-Only Facebook Group** provides a place for Chamber members to share information, ask questions, promote their businesses, and connect with other members.

The Chamber also monitors member businesses and engages with and shares member content when appropriate, helping increase your **online visibility, brand awareness, and reach**.

Join the group:

<https://www.facebook.com/groups/286446885291486>

Chamber Mixers

Chamber Mixers are held **one Thursday evening each month from November through May, from 5:00–7:00 p.m.**

Mixers provide a relaxed setting to **network, socialize, meet other business owners, and make valuable business connections**. With approximately **75–100 attendees and prospective business contacts**, mixers are also a great opportunity to showcase your business.

Gold Book – Information Pages

The **Gold Book Information Pages** are a valuable resource for local businesses, employers, and front-line employees who regularly interact with visitors.

The pages provide important visitor information about Chamber members, including **locations, phone numbers, entrance fees, tour times, services, and other helpful details**.

Information Pages are distributed to Custer-area businesses each May.

Southern Hills Vacation Guide

The **Southern Hills Vacation Guide** promotes the Southern Black Hills communities of **Custer, Hot Springs, Hill City, and Keystone**, featuring lodging, attractions, tours, shopping, restaurants, and more.

Approximately **90,000 guides are printed each year** and are:

- Mailed to people planning trips to the area
- Distributed throughout the Southern Black Hills
- Available at local businesses and visitor locations
- Available for download at www.custersd.com

All tourism-based Chamber members are included in the guide.

Custer Community Directory

The **Custer Community Directory** is a go-to resource for residents and those considering moving to the area.

Approximately **30,000 directories** are distributed to local residents and mailed to people interested in relocating to Custer. The directory is also available for download on www.custersd.com.

All Chamber members are included, along with useful community information and resources.

Visitor Center Display Space

Give visitors an opportunity to learn more about your business by providing the Chamber with your **rack cards, brochures, or business cards**.

We display your materials at the Chamber and make them available to the approximately **40,000 visitors** who come through our doors each year, as well as local residents.

Committees & Volunteer Opportunities

Get involved and make a difference in the community by serving on a Chamber committee. There are many opportunities throughout the year, including the **4th of July Committee, Gold Discovery Days Committee**, and other event and planning committees.

Your involvement is a great way to **build relationships, share your ideas, and help strengthen the Custer community**.

Chamber Events

The Chamber organizes and supports numerous events throughout the year, including:

- Custer Trade Show
- Custer Restaurant Week
- Off-Road Rally
- Old Time Country Fourth Celebration
- Gold Discovery Days
- Christmas Parade
- And many more!

These events help **attract visitors, encourage local spending, create community engagement, and keep Custer on the map as a destination**, benefiting businesses throughout the area.

Custer Cash

Custer Cash keeps dollars local. It can be purchased by businesses, individuals, visitors, and community members and makes a great year-round gift, employee incentive, or customer appreciation gift.

Custer Cash is available in **\$5, \$10, and \$20 denominations** and can be spent at participating Chamber businesses listed on the back of each certificate.

Custer Cash:

- Is accepted just like cash.
- Can be used toward purchases at participating businesses.
- Change should be given if the full certificate amount is not spent.
- **Cannot** be exchanged directly for cash by the customer.

Participating businesses bring the Custer Cash they have accepted to the Chamber for reimbursement at **100% of the certificate's face value**. Reimbursements are processed on the **15th and 30th of each month**. Certificates must be presented to the Chamber for reimbursement.

The Chamber also provides **thousands of dollars in complimentary Custer Cash each year** to support local events and promotions. This encourages event participants to spend money at local businesses while they are in the community.

There is a **\$25 annual participation fee** for businesses participating in the Custer Cash program, which helps cover the administrative costs of managing the program.

2027 Custer Cash Participants

A Walk in the Woods	HJEM AM
Art Expressions of Custer	Horatio's Homemade Ice Cream
Baker's Bakery	Hounds, Pugs & Hugs, LLC
Begging Burro	Lynn's Dakotamart
Black Hills Burger & Pizza Co.	Maria's Mexican
Black Hills Parks & Forests Assoc.	Miner's Cup
Black Hills Power Bikes	Mount Rushmore Brewing Co.
Buglin' Bull	Our Place
Calamity Jane's Kitchen	Petals & Pages
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	Quilted Buffalo
Custer Senior Center	Rocky Knolls Golf Course
Custer Wolf, The	RP Lumber
Dakota Greens	Sage Creek Grille
Dave's Rock Shop	Skogen Kitchen
Feel Good Cafe	South Dakota Outdoor Shop
Frontier Photo	Subway—Custer only
Gold Pan Saloon	Sweet Clover & Sage Salon
Good Karma	VFW Post 3442

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 want to sign up as a participant, contact the Chamber at 605-673-2244 or info@custersd.com

2027 Membership Rates

Bed & Breakfasts (plus \$1/room)	\$325
Cabins/Campgrounds (plus \$1/cabin & .50/campsite)	\$325
Casinos	\$325
Home-Based Business	\$185
Personal/Associate	\$85
Motels (plus \$1/room)	\$325
Non-profit (organizations & agencies)	\$125
Resorts	\$635
Restaurants (plus .50/seat & \$50/lounge)	\$325
Attractions	\$325
Retail-Professional Businesses	\$325
Utilities	\$785

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