



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 which 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 abrazell@custersd.com. There are over 450 recipients so this is a very informative piece.

Email Updates – We send emails to our members if 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 are able to update your web site 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 of these are given out to locals and sent out with an issue of the Chronicle as their “go to” community directory. They are also mailed to those interested in moving to the area and 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 administrative costs of the program.

2022 Custer Cash Participating Businesses:

A Walk in the Woods
AJ's Ore Car Saloon
Art Expressions of Custer
Baker's Bakery
Beggin' Burro
Black Hills Burger & Bun Co.
Black Hills Parks & Forests Assoc.
Black Hills Power Bikes
Buglin' Bull Restaurant & Sports Bar
Calamity Jane's Coffee Shop & Grill
Carson Drug
Claw Antler & Hide
Common Cents Convenience Store
Custer Ace Hardware
Custer Beacon, The
Custer County Candy Company
Custer County Chronicle
Custer Do It Best Hardware
Custer Senior Center
Dakota Greens
Dakota Photographic, LLC - P
Horsted
Gold Pan Saloon
Good Karma
Green Owl Media

High Mountain Outfitters- Custer only
Horatio's Homemade Ice Cream
Jenny's Floral
Korczak's Heritage
Lynn's Dakotamart
Maria's Mexican Restaurant
Miner's Cup
Mount Rushmore Brewing Co.
Old Pine Social
Our Place
Pizza Hut
Pizza Mill
Pounding Fathers
Premier Family Eyecare
Purple Pie Place
Rocky Knolls Golf Course
S & B Motors
Shanklin's of SD
Skogen Kitchen
South Dakota Outdoor Shop
Subway—Custer only
The Custer Wolf
The Lost Sock
VFW Post 3442
Wicked Espresso

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

2023 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)	\$85

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