

September 2023
Keystone Chamber of Commerce
PO Box 653
Keystone, SD 57751



2024 Keystone Chamber Membership

Hello current, past, and future members of the Keystone Chamber of Commerce and our local community!

We are nearing the end of our 2023 busy season. We still have a couple more weeks to keep ourselves busy—and we want to ensure you renew your Keystone Chamber Membership for 2024. Please fill out and return the attached application, email a copy back, or submit online at VisitKeystoneSD.com/Join.

Deadlines for certain 2024 publications will be soon upon us, and we encourage participation, as inclusion is a part of your membership benefits with your chamber membership. You will be contacted soon about buying ads in the Southern Hills Vacation Guide, Black Hills & Badlands Vacation Guide, The Traveler Magazine, and our Keystone City Map. Please know these 3 magazines and map are the primary materials we hand out most to visitors in our Keystone Visitor Information Center and provide in the mail regularly during the entire year.

A couple years ago I read an article from the Atlanta Area Chamber of Commerce called, "What is the Point of Chamber Membership." It had a lot of good information about what a Chamber is and what they do for their community. I'd like to share with you one section still relevant today:; *"If you ask us 'what's the point of joining the Chamber' we can rattle off a list of things we will do for you/your business, and I will explain that in some ways, we are like a gym membership-- the more ways you choose to use your membership, the more benefit you will see. No two people will use the exact same combination of equipment, because we recognize that different members are seeking different results. Overall, like a gym, a Chamber cultivates a healthier community."*

The following pages contain additional information and facts for the Keystone Chamber, including some valid repeat information from last year's letter and some updated stats from 2023. Additionally, we encourage all members and business owners/staff to attend and participate in BOTH the Keystone Chamber monthly meetings and the Town of Keystone meetings. It is at these regular meetings decisions about marketing, spending, and the vision for Keystone are decided. If you do not participate, your voice is not heard, and we want to hear your voices! All our members may attend, vote, and potentially **seek office on the Chamber board of directors**. We look forward to seeing you at our meetings and hearing your thoughts and ideas!

We hope your 2024 membership sees an ever improving degree of success for you and the community of Keystone!

Please use Director@KeystoneChamber.com for any clarifications, opening/closing dates, or to provide updated photos and content.. We have exciting plans for 2024 and can't wait to share them as they are finalized and become available!

Thank you for your past and continued support of the
Keystone Chamber of Commerce and our efforts to support, encourage, and grow our local businesses and community!

Sincerely, Your Keystone Chamber Director and Board

Robin L. Pladson

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INFO/FAQ Sheet for Keystone Chamber of Commerce

The Keystone Chamber of Commerce provides a necessary and valuable resource to the community of Keystone, local businesses, and the citizens of and visitors to Keystone. There are many factors contributing to our value. The facts below outline just some of those factors. We know parts of this information are a bit dry [trust us, we wrote it and read it too!]....so feel free to skim as you see fit, but we hope at least some of the various data below helps inform and encourage our business partners and community members! As always, never hesitate to reach out to Robin or any director of the Chamber Board!



We value your input and feedback always!

Q: What is “BBB” tax [aka Municipal Gross Receipts Tax].....WHAT ARE THE TAX LAWS?

A: The BBB tax is a Bed, Board, and Beverage tax; a government levy earmarked to fund local or state tourism marketing entities.

https://codelibrary.amlegal.com/codes/keystone/latest/keystone_sd/0-0-0-578#JD_35.04

Keystone § 35.01 PURPOSE OF SALES TAX. The purpose of this subchapter is to provide revenue for the Town of Keystone, by imposing a municipal retail sales and use tax. (1992 Code, § 11-1-1) (Ord. 31, § 12-1.1, passed 10-1-1975)

§ 35.02 SALES AND SERVICE TAX IMPOSED. There is hereby imposed as a municipal retail occupational sales and service tax upon the privilege of engaging in business, a tax of 2% on the gross receipts of all persons engaged in business within the jurisdiction of the Town of Keystone, or who are subject to the South Dakota retail occupational sales and services tax, SDCL § 10-45, as amended. (1992 Code, § 11-1-2) (Ord. 31, § 12-1.2, passed 10-1-1975)

§ 35.03 COLLECTION OF PAYMENTS. (A) The tax is levied pursuant to authorization granted by Chapter 190, Laws of 1969, which shall be *collected by the South Dakota Department of Revenue* in accordance with the same rules and regulations applicable to the state sales tax and under the additional rules and regulations as the Commissioner of Revenue shall lawfully prescribe; *for those establishments not in possession of a South Dakota sales tax license, payment of the tax will be made to the Finance Officer of the Town of Keystone.* (B) All records pertinent to this tax shall be made available to the Town of Keystone upon request. (1992 Code, § 11-1-3) (Ord. 31, § 12-1.3, passed 10-1-1975)

§ 35.06 LODGING TAX IMPOSED. (A) Tax. There is hereby imposed a tax of 2% upon the gross receipts from rental of lodging establishments received from transient guests.

(B) Definitions. For the purpose of this subchapter, the following definitions shall apply unless the context indicates or requires a different meaning.

LODGING ESTABLISHMENTS. *Any building, structure, property or premises kept, maintained, advertised or held out to the public to be a place where sleeping accommodations are furnished in 2 or more rental units to transient guests, or space which is provided for transient persons to park transportable, recreational, housing or camping facilities in travel parks.*

TRANSIENT GUEST. *Any person who resides in a lodging establishment less than 30 consecutive days. The tax shall be imposed on all lodging establishments within the jurisdiction of the Town of Keystone.*

(1992 Code, § 11-1-7) (Ord. 31, § 12-1.7, passed 10-1-1975; Am. Ord. 31, § 12-1.7a, passed 10-1-1975; Am. Ord. 62, passed 2-17-1988)

§ 35.08 SPECIAL SALES TAX RATE. (A) There is hereby imposed an additional tax in the amount of 1% upon sales or leases or rentals of hotel, motel, campsite or other lodging accommodations within the municipality for periods of less than 30 days; sales of alcoholic beverages, as defined in SDCL § 35-1-1; establishments where the public is invited to eat, dine or purchase and carry out prepared food for immediate consumption; and ticket sales or admissions to places of amusement, athletic or cultural events.

(B) This 1% tax shall be in addition to the rate of tax established above. (1992 Code, § 11-1-9) (Ord. 62, § 9, passed 2-17-1988)

§ 35.09 USE OF REVENUE. Any revenue received under this subchapter from the additional 1% tax imposed may be used only for the purpose of land acquisition, architectural fees, construction costs, payment for civic center, auditoriums or athletic facility buildings including the maintenance, staffing and operations of the facility **and** the promotion and advertising of the town, its facilities, attractions and activities. (1992 Code, § 11-1-10) (Ord. 62, § 10, passed 2-17-1988)

§ 35.10 MUNICIPAL GROSS RECEIPTS TAX DISTRIBUTION. The annual proceeds from the municipal gross receipts tax (Bed, Board, and Booze Tax) shall be earmarked, budgeted, appropriated and distributed as follows: 50% of the annual revenue from the tax shall be appropriated for marketing and advertising of the Town of Keystone including but not limited to its commercial businesses, hotel, motels, restaurants, and attractions. The portion so earmarked, budgeted, appropriated, and distributed to marketing and advertising shall be calculated upon a determination of the actual documented receipt of the municipal gross receipts tax (Bed, Board and Booze Tax) for the previous full calendar year. The **Town shall retain 50%** to be distributed under the guidelines of the Municipal Tax Guide for Municipal Officials (SDCL 10-52A-2). The tax shall be levied for the purpose of land acquisition, architectural fees, construction costs, payments for civic center, auditorium, or athletic facility

buildings, including the maintenance, staffing and operations of such facilities **and any additional promotion and advertising of the city, its facilities, attractions, and activities.** (Ord. 35.10, passed 9-21-2011; Am. Ord. passed 11-6-2019)

Section 10-52A-2 - Additional municipal non-ad valorem tax authorized-Rate-Purpose

Any municipality may impose an additional municipal non-ad valorem tax at the rate of **one percent** upon the **gross receipts of all leases or rentals of hotel, motel, campsites, or other lodging accommodations** within the municipality for periods of less than twenty-eight consecutive days, or sales of alcoholic beverages as defined in § 35-1-1, or **establishments where the public is invited to eat, dine, or purchase and carry out prepared food for immediate consumption, or ticket sales or admissions to places of amusement, athletic, and cultural events, or any combination thereof.** The tax shall be levied for the purpose of land acquisition, architectural fees, construction costs, payments for civic center, auditorium, or athletic facility buildings, including the maintenance, staffing, and operations of such facilities and the promotion and advertising of the city, its facilities, attractions, and activities.

Tourism Tax Revenue

The amount of revenue generated by the 1.5% Tourism Tax which applies to hotels and lodging establishments, campgrounds, motor vehicle and recreational equipment rentals, recreational services, spectator events and visitor attractions in the state.

2022 Fast Facts from <https://sdvisit.com/fast-facts-about-south-dakota-tourism-industry>

14.4 million visitors traveled to and within South Dakota	Visitors spent \$4.7 billion, an increase of +8% from 2021.
GDP reached \$3.3 billion, making up 5.1% of the state’s economy.	56,826 jobs were supported by tourism activity.
Tourism activity generated \$361 million in state and local tax revenue.	Tourism activity generated 11% of all state sales tax collections.

Without the tourism industry, each SD household would pay an additional \$1,011 in taxes!!!

source: [Economic Impact of Tourism in South Dakota, 2022](#) / Tourism Economics

What does all this tax stuff mean?

The above means it is in the Chamber’s and Town’s best interests, to **promote Keystone** as a destination for visitors. It is in the Chamber’s and Town’s best interests, to see ALL local businesses succeed and encourage increasing numbers of visitors to stay, shop and attend events in Keystone and our local area. The more interest generated in AND NEAR Keystone, the more ALL our businesses thrive contributing to increased revenue and tax. This enhances our community’s success and the more OTHER businesses continue THEIR growth and potential, the more revenues rise and interest increases... more is returned BACK into the community [and Chamber] to expand our growth. While sponsorships and promotional opportunities provide an increased level of exposure for those businesses who participate, we value EACH and EVERY business and do our best to provide as much exposure as possible to ALL our members and community.

If one of us succeeds, we ALL succeed!

What are the hard numbers? The economic impact of the Keystone Chamber of Commerce is most easily assessed through sales tax records for the Town of Keystone. When tracking the municipal gross receipts tax (Bed, Board and Booze Tax), one can see an annual increase....EXCEPT for 2019, the only year there was NOT a full time director working for the Chamber of Commerce. This is the ONLY year where municipal gross receipts DECLINED; this was also the year PRIOR to COVID, so COVID would not have been a factor in the reduction.

In fact, even DURING COVID years, the town of Keystone experienced an INCREASE in tax revenue. Considering the primary tax revenue source is tourism, this can primarily be attributed to the efforts of the marketing done by the Keystone Chamber of Commerce, along with individual business efforts.

Dolsee, Darlene, Temple	Temple	Temple	Temple left 5/19	Robin hired 6/20 - 3/20 COVID	Robin	Robin
2016 BBB Tax	2017 BBB Tax	2018 BBB Tax	2019 BBB Tax	2020 BBB Tax	2021 BBB Tax	2022 BBB Tax
\$226,317.59	\$248,507.99	\$267,044.09	\$248,708.21	\$253,659.12	\$299,855.46	\$358,297.92
	+22,191	+18,536	-18,336	+4,951	+46,196	+58,442

In addition to the sales tax annual increases for the Town of Keystone, the Keystone Chamber of Commerce has been instrumental in gathering grant and fund raising revenue for not only the Chamber, but also other entities within Keystone [including cooperative efforts with various businesses, the Keystone Historical Society, the Senior Center, the Library, etc]

*Historical Society [with Deadwood Historical Society] - New Chimney repair \$55000

*2017 Black Hills and Badlands Shoulder Season Matching Grant \$875

*2019 Visit Rapid City and Vacation Races \$350

*2020 State of SD DMO Grant \$85,268

*2021 PPP Forgiveness Loan \$8176

*2022 Black Hills and Badlands Matching Grant \$1725

*SD Humanities Grants/Entertainment

*2019 Black Hills and Badlands Matching Grant \$1000

*2020 Round 1 Cares Grant \$5816

*2021 Black Hills and Badlands Matching Grant \$2250

*2023 State of SD DMO Grant \$5216 [+2024-2027]

*Keystone Senior Center and Social Club - Sponsored by the Pennington County Council of Aging - Commercial Refrigerator \$3400

*Matching Grant Monies with RiverFront Radio for the following events:

-Keystone Veterans Ride [20]

-Hometown Celebration [20,21]

-Keystone Car Show and Ride [21]

-Victorian Christmas [20,21,22,23]

-Big Foot Walk/Run [21,22,23]

-Carrie Ingalls Swanzey/151 Birthday Celebration [21]

-Spring Fling Vendor Show [22,23]

-Haunting of Keystone [22,23]

-50th Anniversary and 1972 Flood [22]

-Holy Terror Days/Hometown Celebration [23]

Digital Impact of Keystone Chamber efforts:

Top countries people are clicking from: 1) USA, 2) Canada, 3) China, 4) United Kingdom, 5) Germany [2022/2023 were the same]

Top cities people are clicking from: 1) Columbus, OH; 2) Denver, CO; 3) Minneapolis, MN; 4) Chicago, IL; 5) Omaha, NE In 2022 Rapid City made the list of top 5 but fell off in 2023

Current Facebook followers: 6.1K [+330 in 2022, +85 in 2023] - reached 21K in 2022; reached 112K in 2023

Current Instagram followers: 1.9 K [+30 in 2022, +329 in 2023] - reached 3.7K in 2022; reached 45K in 2023

One can see a SIGNIFICANT increase considering ANNUAL numbers are less than the YTD numbers in 2023

VisitKeystoneSD.com traffic- Jan-July 31, 2022 = 32,000; Jan-July, 2023 = 44,264

Black Hills and Badlands March 2023 eBlast distributed to 111K with a 36.8% open rate; 354 clicks to the website - an additional April email exclusively featuring Keystone went to 8702 recipients from the eBlast with an open rate of 59.6%

Black Hills and Badlands has also tracked the time visitors spend in Keystone and the Hills - Keystone is proud to report the statistic IN Keystone is 5.5 nights compared to the regional average of 3.5 nights!!!!

In SUMMARY:

The Keystone Chamber provides a valuable resource to our community, business partners, and visitors. We can show factual value by way of tourism taxation revenue decrease in the absence of our efforts, and thereafter an annual increase with our promotional direction and involvement.

We are committed to the success and promotion of our community, our business partners, and our visitors' enjoyment. We are committed to being receptive to member input and suggestions. We wish to continue our trends of success and maximize our impact. We wish to continue to communicate factually with our members and community through an Open Door policy and publishing updates and other information in our Chamber newsletters, on our Chamber Facebook page, and in local news articles. We have met challenges of recent years and while we do not hit a home run every time, we are committed to doing better tomorrow than we did today!

Your membership and sales contributions, your donations and sponsorships, your ideas and goals, and your very existence assist us in the pursuit of these efforts. We rely on your participation and funding, in addition to the BBB revenue, to increase the impact of our efforts and promote the success of **Keystone!**