

Greetings! from Mary McPhetridge, Executive Director

It's been a fabulous winter with all of that snow and the participants in the snow sporting events were absolutely thrilled!! From Book across the Bay to the Ice Fishing Contests, and plenty of beautiful miles of groomed snowmobile trails, this was a great winter for outdoor recreation. Speaking of Outdoor Recreation, we welcomed our new Secretary of Tourism this past week at the annual Wisconsin Governor's Conference on Tourism which was held at the Kalahari in Wisconsin Dells. Ms. Sarah Meaney is the new Department of Tourism Secretary and has some big shoes to fill following Stephanie Klett, but she has a lot of talent, and is very driven. One thing for certain....The number one reason people travel to Wisconsin is to enjoy outdoor recreation. The Governor has requested a new Office of Recreation in the new biennium budget that he recently submitted. It's all very new and in conceptual stages, but it would merge some of the DNR trails and other areas with tourism to provide a more cohesive approach to outdoor recreation. The Department has also asked for an increase in the Tourism Budget to the tune of \$5 million dollars. Both of our neighbors, Minnesota and Michigan out spend almost two to one in tourism marketing dollars. During the conference, a Governor's Council Meeting was held and the Secretary asked each of us on the council, along with the state tourism staff members to tell where their favorite place in Wisconsin was to travel, and most said... Up North!! Many talked about their family owning property and visiting every year! The Northwoods holds so many memories for families throughout the United States, especially the Mid-west and we should be proud that we continue to create great memories for many many families traveling to our area!

I also participated in a lobbying effort called Downtown Days. I am the President of the Wisconsin Downtown Action Council, a non-profit advocacy group that promotes downtowns in the state, and we partnered with ARTS WI, during the statewide ARTS day at the Capital to remind legislators how important vibrant downtowns are to our local communities. Programs such as Opportunity Zones, Tax Incremental Financing (TIF), Community Development Building Grants (CDBG) and Historic Tax Credits for historic preservation are just a few of the important programs that municipalities can use to spur development and support existing businesses. I also gave a presentation on public art that focused on the Murals, new bike racks and the trash receptacles that were all created locally. By the way....The Chequamegon Food Co-op will be creating a beautiful mural on the west end of their building this year!



Most of our event registrations are now open and active with the latest, the Chequamegon Bay Birding and Nature Festival opening just this past week. The phones go CRAZY for the first day, as the activities in this event can only hold about 20 people per field trip. There are over 100 activities, so there is usually another one they can choose, and this event continues to be very well received in the birding and nature community with over 400 participants. Along with birding, we have opened the Memorial Medical Center WhistleStop Marathon and Half Marathon and Cruisin'the Corridor, Superior Vistas Bike Tour, Apostle Islands Inline Marathon, and soon, the House to House Garage Sale! The date this year for the Garage Sale is May 18th.

Thank you Shoppers!!!! Over 300 people came downtown last Thursday for 3rd Thursday! Thank you, Sears Hometown, for co-sponsoring the Freezer that we gave away!!! And, thank you Chequamegon Food Co-op for the food donation to go in the freezer! What a great event!! Congratulations to the winner Angela Jensen! Next month is our Girls' Night Out downtown, and that event is always a show-stopper!

Also, we finished three fabulous commercials in the first quarter; Winter, Book Across the Bay, and our latest, 4-Seasons of Waterfalls! This will air during the March Madness and Final Four game and the Kentucky Derby, along with several other cable stations throughout Minnesota and Wisconsin.

Recently, in a discussion with Chamber Directors around the state, Kurt Bauer, the President and CEO of Wisconsin Manufacturer's & Commerce (WMC) and chairman of its foundation, said "Making sure the state has enough properly trained workers is a pressing issue." My members say what we need more than anything, what's critical for the economy, is workforce development. I have to agree! The skills gap that economists have been warning us about for years is coming true, and I'm so happy that WE have an awesome Workforce Development Team here in Ashland, working tirelessly to fill jobs, train people, and come up with programs to move people from non-working status to employed and employable!



MARK YOUR CALENDAR

- ⇒ **April 17: Business After Hours**, sponsored by Nelson Surveying at New China Restaurant
- ⇒ **April 18: 3rd Thursday Downtown Ashland**. Stores open until 8pm. **Girls' Night Out**
- ⇒ **April 20: Easter Egg Hunt at 11pm on the Court House Lawn**.
- ⇒ **April 21: Easter Sunday**. Happy Easter.



Surveying your neck of the woods since 1954

*Highlighting our April Business After Hours
host as submitted by: Nelson Surveying*

Nelson Surveying is celebrating 65 years of providing land surveying services to all of northern Wisconsin. Founded in 1954 by Thomas W. Nelson, Nelson Surveying is the only third generation, family owned and operated surveying firm in the State of Wisconsin. Larry continued to expand the company through 2017 when his son's, Jason and Peter, became co-owners. With the unique combination of historical data and state of the art equipment and technologies, Nelson Surveying is able to provide clients with exceptional services across a wide range of surveying projects. Jason and Peter look to build on the company's success, being firmly rooted in the past while focusing on the future.

Join us on April 17, 2019 at New China for Business After Hours

Bayfield Wisconsin Rentals

Alan Waite
34300 Port Superior Rd.
Bayfield
218/343-6569
bayfieldwisconsinrentals.com



Welcome to these New Chamber Members

Reiten Boatyard

Alan Waite
240 Wilson Ave.
Bayfield
218/343-6569
reitenboatyard.com



Business News Call or email the Chamber with your Business News items by the 20th of each month!

Chequamegon Theatre Association will present "**Last Gas**" at the Rinehart Theatre, 210 5th Ave. E. **April 5-7 and 11-14**. Evening performances at 7:30 and Sunday matinee at 2pm. Tickets available at Moores On Main, 505 W. Main Street or call 715/682-8012 to reserve a ticket.

Thrivent Financial Superior Shores Team, 623 Main Street East will host **Economic Update Workshops** on **April 9**, 12-1pm and 5:30-6:30pm; **April 10th** 12-1pm; **April 23**, 12-1pm and 5:30-6:30pm; **April 24**, 12-1pm. It seems that some financial topic is in the headlines every day. Find out how to use this information to make wise decisions about your money. Reply to 715/685-0605 or superiorshoresteam@thrivent.com

Wisconsin Indianhead Technical College, 2100 Beaser Ave., will host **Sip for Scholarships**, Annual Craft Beer and Wine Tasting Event, 5-7pm on **April 11**, at the WITC-Ashland Conference Center. Call 715/682-4591 ext 3113 for ticket information. WITC will also hold a **Spring Open House** from 4-6pm on **April 17** at the Ashland campus. See insert

Carnival for a Cure (Relay for Life), will be **Friday April 12**, Bay Area Civic Center, 5pm-10pm. 715/746-2127.

United Dreams, 411 Main Street West, is celebrating **420 & Customer Appreciation** on **Saturday, April 20**. Join them for special sales throughout the store and some food & beverages. 715/682-2529

Country Blossoms Greenhouse, 64715 Gilles Road will **open for the season and have their "Tree Weekend" April 27-28**. April 27, 9am-6pm and April 28, 9am-5pm. 715/746-2345.

Washburn Brokedown Blues Fest returns to Harbor View Event Center, 130 Harbor View Drive, Washburn, on **April 26 and 27** with blues artists and food by Delta Diner and 2 dance floors! For a full schedule and ticket options, 715/292-7279. or visit <https://www.brownpapertickets.com/event/4052024>.

New Day Limited Dinner and Raffles Fundraiser, "**Dr Suess-for the Cause**" benefiting **New Day Advocacy** will be Saturday, **May 4**, at the Bay Area Civic Center, 320 West 4th Ave. Doors open at 3pm. For tickets call 715/682-9566.

Wilson Physical Therapy, 400 3rd Ave. West, is offering **FREE Pregnancy/Postpartum exercise/yoga class**. Tuesdays in May, **May 7, 14, 21 & 28**, from 5:30-6:15pm at Wilson Physical Therapy, 3rd floor. Limited space available. Check out Facebook for more information, call Julie at 715/682-8000 or email: whitinga@wilsonphysicaltherapy.net.

Frankie's Pizza, 1315 Lake Shore Drive East, **Now Delivers! 12noon until 8pm!** 715/682-9980. Frankie's Pizza is a family-owned and operated business that was started in 1963. Congratulations Frankie's on 56 years in business!

#2 Septic Pumping & Excavating, Inc. has **New Luxury Restroom Trailer & Portable Restroom Rentals** for events, weddings, private parties, construction sites, parks and recreation – whatever the venue, we have the right solutions to meet your sanitation needs. 19ft trailer with 7 stalls. 715/682-2222. See insert.

Check out this months insert for the **Oredocker Foundation Hall of Fame Dinner, June 28 and Breakfast of Champions & Golf Scramble June 29**.

Bretting Community Center has a new Indoor Playground! Playground hours: Monday & Thursday 10am-1pm, Wednesday and Friday 3:30-6:30pm, and Saturday 9am-12noon. Daily Fee \$1 per child or yearly membership \$60. 715/682-7059





3rd Thursday
Downtown Ashland Stores will
be open until 8pm, April 18th
Girls' Night Out
Register to win prizes!



Chamber News

Each week, the Ashland Area Chamber of Commerce **highlights a business** on Heartland Communications radio station WATW 1400AM with a free 30-second commercial. Selected businesses are also featured on the front page of the Chamber website, www.visitashland.com, and on the Chamber's Facebook page.

Highlighted businesses for April:
 Culligan Water Conditioning; Bayview Motel; A 2nd Look; Associated Bank; Apostle Island Sport Fisherman.

Tune in to Community Café every Thursday at 9am on Heartland Communications WBSZ 93.3 FM. Community Café takes place at sandbar Restaurant and showcases non-profit organizations and events.

3rd Thursday Winners:
February: Shirley Neufuss and **March:** Angela Jensen



Chequamegon Bay
Young Professionals Week
April 24-27

Mark your calendars and spread the word!
CheqYes!

Wednesday, April 24, 6-8pm: Care Packages for Troops
 Come meet new people and help assemble care packages for troops deployed overseas. Send a little comfort from home to those who serve! Chequamegon Veterans Center, 211 West 6th Street, Ashland

Thursday, April 25, 6-8pm:
SPARK Entrepreneurs Showcase,
Business On Stage

Want to start your own business? If you'd like some expert advice and a little prize money to get your idea off the ground, this event is for you!
 Northern Great Lakes Visitor Center, 29270 County Highway G,



Friday, April 26, 7-10pm: Trivia Night: Princess Bride
 Inconceivable! Rather than dodging R.O.U.S. in the Fire Swamp or scaling the Cliffs of Insanity, you can join us for Princess Bride Trivia Night! HPL Bar, 116 14th Avenue East, Ashland

Saturday, April 27, 7-10pm: The Wisco Experience
 Join us for an evening of food, drink, and celebration of all things Wisconsin! South Shore Brewery Taphouse, 532 West Bayfield Street



Want to learn more about CheqYes/ Chequamegon Bay Young Professionals? www.cheqyes.com or call or email Mary at 715/682-2500 info@visitashland.com

Mark your calendar! Ashland Chamber's Field Day Golf Outing takes place: August 15, 2019

It's time to look ahead to this year's Ashland Chamber Field Day Golf Outing at Chequamegon Bay Golf Club. If your business is interested in donating items for the "goody bags" for the 56th annual Field Day, call JoAnn at 715/682-2500.

Smelt Season is around the Corner!!

As soon as Mother Nature cooperates and the ice is out of the Bay, Smelt Season will begin in the Chequamegon Bay Area! Check the Chamber website for rules and regulations and call the **Chamber Smelt Hot-line** for a current update. 715/682-2500.



3rd Thursday



May
16,
2019

Start planning
for the
4th of July Parade!



Get your crew and your ideas together and register a float in the 4th of July Parade! There is no fee to enter, the float just need to be decorated!

Ashland Bay Days Karaoke Contest **Qualifying Rounds will be:**

Qualifying rounds are at the following locations:

- April 4: Frankie's Pizza, Ashland (7-11pm)
- April 20: Rigoni's, in Ironwood (7-11pm)
- May 3: Carignan's (Bowling Alley) in Iron River (7-11pm)
- May 18: Deep Water Grille, Ashland (7-11pm)

Registration & warm-ups one hour prior to start.

Prizes from the qualifying rounds are: 1st place \$30, 2nd place \$20, and 3rd place \$15 certificate from the location host.

Top 3 qualifiers from each contest will be in the Bay Days Karaoke Finals, July 20, at Bayview Park.

Grand Finale Prizes at Bay Days will be: 1st place \$1,000, 2nd place \$700, 3rd place \$300 and 4th place of \$100.

Presented by; Ashland Chamber of Commerce,
JD Bass Entertainment, and Heartland Communications.

Registration is now OPEN **for the following events:**

May 16-18: Chequamegon Bay Birding & Nature Festival

May 18: House-to-House Garage Sale

June 15: Apostle Islands Inline Marathon

June 22: Superior Vistas Bike Tour

July 4: Parade

July 19-21: Bay Days Festival Craft Vendors

July 20: Bay Days 1-mile, 5K & 10K Fun Run

August 2-3: Downtown Days Vendors

August 15: Field Day Golf Outing

September 7: Mural Fest & Car Show: Cars & Vendors

October 12:

**MMC WhistleStop Marathon & Half Marathon

**MMC Cruisin' the Corridor 5K/10K

For more events and activities go to www.visitashland.com

Find yourself next to the water.

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Ashland Area Chamber of Commerce

P.O. Box 746

Check out this month's inserts:

- ◆ Oredocker Foundation
- ◆ WITC Spring Open House
and Sips & Golf Fore Scholarships
- ◆ #2 Septic Pumping

**Ashland Area Chamber of Commerce
Board of Directors**

Executive Board Members:

Dave Martin, President
John Beirl, Vice President
Gail Fox-Anderson, Secretary
Rick Forsythe, Treasurer

At-Large Members:

Lisa Gervais Bill Kacvinsky
Karen Hansen Jordan Von Holzen
Paul Bretting Mike BeBeau
 Tina Miller

Ex Officio Members:

Brant Kucera, Erik Olsen
Betsey Harries

Staff:

Mary McPhetridge, Executive Director
JoAnn Erickson, Office Manager
Maribeth Monroe, Customer Service
Lily Jolma, Customer Service

Phone: 715/682-2500 or 800/284-9484

Fax: 715/682-9404

Email: info@visitashland.com

**Business After Hours
April Host is
Nelson Surveying
Wednesday, April 17, 2019
5pm**

**To be held at:
New China Restaurant
300 Lake Shore Drive West**

Join us for good food and a great time!

*If you are unable to attend, we encourage
you to extend this invitation to another
representative of your business.*