

News & Views

A Newsletter of the Ashland Area Chamber of Commerce

December 2017

How can you help our local economy?

We always talk about shopping local and we continue to learn and value how important it is to physically shop in bricks and mortar businesses. Bricks and Mortar simply mean an actual store. Every dollar spent in a locally owned business is re-circulated throughout our community 7 to 10 times. Local merchants are owners who receive payment, which pays for their expenses; mortgages, personal taxes, and living expenses. They also pay local employees and those employees deposit money locally, pay living expenses, and the money that is generated further down the line is from money spent by the owners and employees on expenses such as mortgages at a local bank, groceries at a local grocery store and the dollar continues to circulate. The other part of the equation is from the actual business. The Business pays mortgages, taxes, and expenses. The business deposits money into the local bank. The taxes that are generated by the business are generated in the community to support local schools, police protection and fire protection. Commercial taxes are assessed at a higher rate than residential taxes. Imagine if we didn't have these retail businesses that support the infrastructure and needed services such as police, fire, and schools. This is why it is economically important to shop local and shop in bricks and mortar or actual physical businesses.

Online shopping has had a very negative impact on small businesses throughout the country, but the impact has now reached big box and franchise retail as well. Gordman's, maurices, Younkers, Macy's, all have either had to close stores, are closing stores, or downsizing to smaller markets because of online sales. But what is more disturbing is when these big businesses close their doors, they affect the local community in not only loss of jobs and income, but the revenue that is lost from the sales tax and/or the devaluation of the assessed tax on the empty building eventually affects the revenue to the municipality, and negatively affects the services provided by the municipality. The other reason we continue to promote shopping local is because it promotes a positive, social, environment. It IS fun to go shopping with friends! We make a day of it with our friends and family! We enjoy seeing our neighbors and friends when we are out on Main Street or shopping and then stopping for lunch! It's engaging and fun and generates more serotonin and that is a GOOD Thing!! Ashland's small locally owned retailers tell us how important it is to have the locals shop all year long with them! They rely on local sales. Tourism is a bonus! But they need the local sales to support their business throughout the year! Ashland is very fortunate to have a diverse revenue stream and economic makeup with manufacturing, medical, education, professional services, tourism, and retail, and it's the Christmas and holiday season that helps our local small retail businesses continue to operate during the slower times of the year. So remember, when you shop local, you not only have FUN, but you can bet you are personally making a difference in the local economy and the services provided by our local municipalities!

This is the reason the Ashland Chamber and the downtown Events and Promotions Committee work so hard to create events and promotions to drive people to shop local!! And we very much appreciate it! The local retailers always give back to the local community through sponsoring events, donating prizes and money to local charities and local fund raisers, volunteering for civic groups and events, and are members in local organizations and serve on various boards.

That is how YOU can help our local economy! Shop Local, Shop Often, Shop Bricks & Mortar!

You will see some new things happening on Historic Main Street! We welcomed the new Quilt shop.. Quilt Elements located at 222 West Main Street, occupying the former Edward Jones (who relocated to the highway). Soon, you will see a satellite store "Little Red" appearing at the 200 and 201 West Main Street location. The ladies from the Red Bicycle are so excited to offer larger pieces of furniture and fixtures from their vendors and will be opening on Small Business Saturday (November 25th) for the Christmas Season. Also, the Chamber will be hosting several events from the 410 West Main Street location, the former Ashland Floral. Look for pictures with Santa and other Christmas themed events in this location on the weekends! You'll also see a beautiful transformation of the empty storefront windows at the Royal Theater building. Chamber staff and volunteers along with the Mural Walk Committee will be decorating the storefronts with winter and Christmas scenes and even a merchant's window to promote local merchant's products!

We are looking for artificial trees and sponsors for our "Pictures with Santa". The sponsorships are \$200 for each Saturday in December. If you can donate partially, that would be welcomed! Thank you for supporting our downtown!!

Pictures with Santa will take place every Saturday at the 410 West Main Street location (former Ashland Floral)

Bring your own camera and human or pet to get a picture with Santa!

Santa will be on site Saturdays; 10 a.m. – 2 p.m.

December 2: Sponsored by Stagecoach Bar & Grill

December 9: Open

December 16: BayNet will be holding a fundraiser that day! Gift-wrapping!!

Look for the vintage carolers and a big surprise! A hint: Carriage, Hay, Horse.....Sponsored by Xcel Energy

December 23: Open

Updates to the 410 West Main Street Location will be available on visitashland.com





Highlighting Our December Christmas After Hours host Submitted by: Nelson Surveying

Nelson Surveying, Inc has been providing professional land surveying services to northern Wisconsin and Michigan for 63 years.

In 1954, Tom Nelson, a surveyor with Lake Superior District Power Company, started surveying for private land owners. After graduating from college in 1973, Larry Nelson joined the family business and in 1981 became the owner of Nelson Surveying, Inc. In 2017, Larry's sons, Jason and Peter Nelson, became the third generation owners of the company.

Nelson Surveying's highly trained and experienced staff uses the latest equipment and technology to provide their clients with expertise and professional service.

Nelson Surveying.....surveying your neck of the woods since 1954.

**Join us on December 20th at 5pm for Christmas After Hours
Held at Link Family Smokehouse, 30580 US Hwy 2, Ashland**

**Welcome to our newest
Chamber member!**

Bottom Line News and Views, LLC
Dennis & Devona Meske, Dana Wiezorek
715/682-2608
www.bottomlinenewsandviews.com
devona@bottomlinenewsandviews.com



**Thank you for being
a Chamber Member!**

Business News *Contact the Chamber office with your Business News by the 20th of the month!*

The **Salvation Army** has bell ringers in Ashland now through Christmas Eve at Walmart, Super One Foods, Walgreens, at the Washburn IGA, in Iron River and in Cable. Please donate to the bell ringers' bucket or volunteer to ring the bell. In Ashland call 715/682-3928, or 715/292-3697 or 715/682-9251, Iron River call 715/372-5838, Cable call 715/798-4365, or in Washburn call 715/373-2965.

Now through Dec. 22 is the **Annual Big Bundle Up Campaign Fundraiser**, which benefits children from the Bad River Zhwenidig Domestic Abuse Program, Bad River Women's Shelter and the Ashland New Day Shelter. Donate warm, winter children's brand new mittens, hats, scarves, boots, snow pants, jackets to the Bad River Lodge and Casino and receive rewards play in return. All items must be new with tags. Donations will go to the New Day, Brick and Bad River Social Services. 715/682-7121, ext. 1231. www.badriver.com

The Annual Ashland Firefighters' Toy Drive is under way. New, unwrapped toys or monetary donations are needed and may be dropped off at area banks, Walmart, Walgreens or the Ashland Fire Station, 217 E 6th Street. For a list of drop-off locations, please call the fire station at 715/682-7052. The **deadline** is **Dec. 13** for signing up children (newborn to 12 years) to receive a toy for Christmas. 715/292-6400, The toys will be distributed on **Dec. 19** from 10 a.m. to 6 p.m. at the Bretting Community Center, 400 4th Ave. W.

Remember a special person or pet with a **"Love Light"** this holiday season from **Wisconsin Indianhead Technical College**, 2100 Beaser Ave. Honorees will be commemorated during a 6 p.m. ceremony on **Dec. 6**, Lights will remain lit through early January. For additional information, call 715/682-4591, ext. 3113.

Bon Voyage Granny Goose! After 30 years of sharing weekly stories with countless children, **Granny Goose is retiring from the Vaughn Library**. Dorothy Whiting is going to miss the kids and we're going to miss Granny Goose!!! Please stop by the Library on **December 28**, between 4 p.m.-7 p.m. to share a few stories and wish Dorothy well, all while enjoying a cookie in each hand. Congratulations on your retirement Granny Goose (Dorothy Whiting).

Heartland Communications has teamed up with **Coffey Oil** (Ashland Lakeshore Holiday West) to help out The BRICK Food Shelf. The Magic Stockings will be at area businesses in December. For every dollar you put into the Magic Stocking, Coffey Oil will match it up to \$1,000! Call 715/682-2727 for more details.

Ashland Lions Club is collecting deer hides, now thru the end of December. Proceeds from the hides go to Wisconsin Lions Camp. Drop-off locations are: Ashland Subway, River Rock Inn & Bait Shop, Midland Gas Station Sanborn Ave, L&M Fleet Supply and the Ino Bar. 715/746-2027.

Ribbon Cutting at the newest Kwik Trip, Corner of Hwy 2 and Sanborn Ave on December 13 at 1pm.

Congratulations to Kwik Trip, 2300 Lake Shore Drive East, 715/682-2118 and **Black Fridays**, 1810 Lake Shore Drive East, Suite E, 715/216-3354 on their recent **Ribbon Cuttings and Grand Openings**.

Congratulations to Cobblestone Hotels and The Cobblestone Inn and Suites, 820 Main Street West and **Park Place Residence**, 1616 Beaser Ave. on their recent **Ground Breaking Ceremony**. We look forward to your presence in Ashland.

Anthony Jennings of **Blue Water Realty**, 109 W Bayfield St, Washburn, **welcomes Rick Gruebele** - Licensed Real Estate Salesperson and **Michele Tegen** of Superior Home Staging LLC. **"Anthony's Crew"** offers exceptional computer, creative marketing and sales experience. For more on Rick & Michele join us on Facebook at: <https://www.facebook.com/1518314981740978/posts/1832971790275294/>

Chamber News

- **Vacancy on the Ashland Chamber Board of Directors.** The Chamber is looking for nominations for a new board member. The term is a 3-year commitment. We are looking for positive business people who are excellent ambassadors and LOVE to volunteer. Please send nominations by email to ashchamb@centurytel.net Attn:Nomination Committee c/o Mary McPhetridge. Call for more information.
- **2018 Person of the Year.** Please take a moment to reflect on who you feel has made a real difference in the Ashland area and nominate that person. Nomination forms can be picked up at the Ashland Chamber office.
- Each week, the Ashland Area Chamber of Commerce **highlights a business** on Heartland Communications radio station WATW 1400AM with multiple free 30-second commercials. The chosen businesses are also featured on the front page of the Chamber website, www.visitashland.com, and on the Ashland Chamber Facebook page. **December's highlighted businesses** will be: Ashland Industries; Ashland Daily Press; Antique Garden Inn; Jack's Store, Inc.; United Presbyterian Congregational Church.
- Congratulations to Darlene Halverson of Ashland on winning the **Witches' Night Out** Grand Prize of \$50 in Chamber Dollars!
- ◆ Remember our local troops this Christmas season.



Support the many small, family-owned retail businesses in Ashland...and win Chamber Dollars!

This Christmas Season the Ashland Chamber of Commerce is making it easy to choose shopping small. **3 Drawings of \$250.00** in Chamber Dollars to three lucky local shoppers!

The Ashland Chamber and Downtown Merchants want to emphasize the importance of shopping small and shopping local all year round. **We invite you to think of the small retail businesses in Ashland first, before hitting the send button!** There are a variety of unique, locally owned retail businesses that offer personalized services and products. For every \$10 you spend, in one of our locally owned retail businesses, you get a chance to win \$250! Maximum \$1,000 or 100 tickets per entry. **It's a WIN WIN Christmas Story!**

- Shop local November, December and January.
- Fill out the registration form found on our website.
- Staple your receipts (copies accepted) to your form.
- Submit your form to the Ashland Chamber.

1st drawing deadline Monday Nov.27- drawing Nov. 29
2nd deadline Monday, Dec. 18- drawing Dec. 20
3rd deadline Feb. 5 –drawing Feb. 7

For more information go to www.visitashland.com.

Congratulations to
Kolene Arvidson winner of the November opening hunting weekend promotion, "Doe on the Go" retail gift basket valued at over \$250.



Great Christmas gift ideas!

Chamber Dollars are the perfect gift for any occasion and they can be used at any of the more than 200 participating Chamber businesses. Chamber Dollars come in denominations of \$5, \$10 and \$20 and work the same as cash!

We all win when you shop local!!



12 Days of Ashland Christmas

12 Days of Christmas is a statewide promotion with Wisconsin Economic Development Corporation. Ashland, along with several other communities are participating in a statewide celebration of the 12 Days of Christmas. From November 29th through December 10th, these communities will promote the holiday season in our communities with a list of activities during the 12 days and a special retail element on social media. Each day, a retailer will be highlighted on the Ashland Chamber Facebook page. Folks can share the post and automatically be entered into a contest to win a prize at the highlighted business. It's a great way to share information about our small businesses and a chance to win prizes for just sharing information. Check our website www.visitashland.com for a list of activities.

List of Retailers to be highlighted on Facebook:

- Wednesday, November 29, Spirit of the North Gift Shop
- Thursday, November 30: Red Bicycle
- Friday, December 1: Solstice on Main
- Saturday, December 2: Shoe Shack
- Sunday, December 3: Sear's Hometown
- Monday, December 4: Chequamegon Food CO-OP
- Tuesday, December 5: Sherwin Williams
- Wednesday, December 6: Home Expressions
- Thursday, December 7: New England Store
- Friday, December 8: Black Fridays
- Saturday, December 9: Moore's Army Navy
- Sunday, December 10: Color Center



MARK YOUR CALENDAR

- ◆ **Shop Small Win Big Raffle.** 1st drawing deadline Monday Nov.27- drawing Nov. 29; 2nd deadline Monday, Dec. 18- drawing Dec. 20; 3rd deadline Monday, Feb. 5 –drawing Feb. 7 visitashland.com for more information.
- ◆ **December 1-31: Christmas Cash Raffle**
- ◆ **December 1-3:** Children's production of **The Nutcracker Suite**, Alvord Theatre at Northland College. For tickets, stop at New England Store. 518 Main Street West, or call 715/682-2171. www.acp-nutcracker.com
- ◆ **Dec. 2: Customer Appreciation Day** at Ashland area retail stores, 9 a.m. to 5 p.m. Shop Small and Win! **Ashland High School Choir** will be on Main Street from 10:30 a.m. until 11:30 a.m. singing Christmas carols. **Pictures with Santa**, 10 a.m.- 2 p.m. 410 West Main St. **Garland City of the North Christmas Parade**, 4:30 p.m. on Historic Main Street. Broadcast live on 93.3FM!
- ◆ **Dec. 20: Christmas After Hours**, 5 p.m., hosted by Nelson Surveying.
- ◆ **Dec. 24: Christmas Eve.** Many retail stores open until 4 p.m.
- ◆ **Dec. 25: Merry Christmas** from the Ashland Chamber.

Christmas Cash Raffle, December 1-31!!

Every ticket is eligible for every Raffle drawing! (If you win, your ticket is placed back in the bucket for the next drawing.) There will be 33 prizes awarded totaling \$3,100 in Chamber Dollars!!

Drawings will be held every day in December with the winners posted on our website, Facebook page, the Superior Choice Credit Union marquee and announced on the radio at WBSZ, WJH and WNXR. **FYI** There will be two \$500 drawings on Christmas Day and two \$175 drawings on New Year's Eve Day.

Find yourself next to the water.

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12 Days
of **GIVE-AWAYS**



More information inside.

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

Executive Board Members:

Rick Forsythe, President
Gail Fox-Anderson, Vice-President
Mike Hines, Secretary
Dave Martin, Treasurer & Pres-Elect.
Jeff Moravchik, Past President

At-Large Members:

Nancy Turner Tina Miller
Todd Chingo John Beirl
Lisa Gervais Bill Kacvinsky
Karen Hansen

Ex Officio Members:

Mary Garness, Keith Hilts,
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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

Christmas After Hours
Your December host:

Nelson Surveying

Wednesday, Dec. 20, 2017
at 5:00 p.m.

Held at:

Held at Link Family Smokehouse,
30580 US Hwy 2, Ashland

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.*