

Greetings! from Mary McPhetridge, Executive Director

I'm very excited to tell you about our retail business contest!

..... **Opportunity Knocks, Ashland's Historic Main Street- Retail Business Contest..**

Ashland Area Chamber of Commerce announces the **2018 Ashland Retail Storefront Business Contest**. The "**Opportunity Knocks**" contest is designed to encourage entrepreneurs to submit their **retail business** concept for consideration and to open a storefront on Ashland's Historic Main Street, between the 200 and 500 blocks of Main Street West. (Existing locations of available storefronts). Our goal is to assist with the opening of at least one new retail business located in the Historic downtown area of 200 to 500 Main Street West. The contest is open to new retail businesses and includes food /eateries. We are focused on occupying available retail space with businesses that **complement existing** businesses.

The Grand Prize Winner will receive:

- \$2,500 in cash with a signed 36 month lease agreement or accepted offer to purchase a storefront within the geographical boundary.
- Free advertising package with the Ashland Daily Press & the Evergreen Country Shopper.
- Free advertising package with Heartland Communications.
- 12 hours of free accounting and consulting services with Maitland, Singler & Van Vlack.
- Start-up business \$3,000 loan (1% interest/3 year) from the Ashland Area Chamber of Commerce downtown development revolving loan fund.
- Free one year membership with the Ashland Area Chamber of Commerce.
- Exposure to various media outlets during the announcement of the winning submittals.
- 10 - \$25 Chamber Dollar Gift Certificates for promotional give-aways during business grand-opening. \$250 total.
- \$250 Gift Card from Wal-Mart for operating supplies.
- \$250 in merchandise with Northern Business Products.



We look forward to assisting entrepreneurs in fulfilling their dreams of becoming a business owner. Thank you to the sponsors and organizations for helping with this contest. For the full contest and application information, visit our website www.visitashland.com.

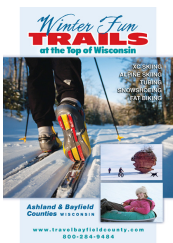
We know the importance of retaining and supporting our existing businesses, so a huge heartfelt Thank You to all who supported our first "**3rd Thursday**" event downtown. The idea is to have one consistent evening where our customers can come down after work and relax and shop. Most downtown stores will be open late on 3rd Thursdays and many have great specials that evening, so mark your calendar for the next **3rd Thursday, February 15th**. And as always, thank you for shopping local and .. Bricks & Mortar!

Take a look at all of the ice-fishing activity on the Bay!! The ice is good and the ice-road to Madeline Island is open! Have you seen the snowy owl? There are two. One typically sits by the Bay Area Pawn Shop, Northern State Bank, and Ashland Ace Hardware.

New marketing ventures for 2018 will include an increase in target and behavioral marketing where we match the activity to the demographic; the platform is typically online marketing. We are also working with BART to offer an additional day for the Trolley tours which will start in June and run through Labor Day. Tours would be offered on Mondays, Fridays, and Saturdays. Additionally, we'll be creating a Waterfalls brochure with the numerous waterfalls in Ashland, Bayfield, and Iron Counties. Waterfalls are a very trendy and remain a popular pastime.

In 2018, Ashland will celebrate the 20th anniversary of the Ashland Mural Walk. Look for new activities and entertainment at the annual Mural Fest and Car Show in September. Our countywide promotions will include updating our county mural booklet and adding the new murals on Madeline Island and Marengo to the existing "Follow the Mural Brick Road" booklet.

Also, during the first quarter of 2018 we have partnered with Bayfield County Tourism and have created a silent sports winter trails booklet. The idea is to promote the vast number of silent sport trails and opportunities *and* to get off the couch and into the outdoors! We were awarded \$10,000 in marketing dollars from the State of Wisconsin Department of Tourism to assist with this promotion



Lastly, but never never least, thank you to all of the volunteers, sponsors, and coordinators of the Book Across the Bay. We will be shooting some video that day/night so we might just get YOU on video!

Go to www.visitashland.com for all of the latest and greatest activities in Ashland and entire area!

Happy Valentine's Day!



Highlighting our February Business After Hours host

Submitted by: Orthopedic & Spine Therapy

220 3rd Ave West, Suite B 715/685-9656

www.ostpt.com

Orthopedic & Spine Therapy specializes in Manual Physical Therapy. Our physical therapists customize each patient's physical therapy plan to fit their needs. Orthopedic & Spine Therapy also provides a private, comfortable setting with one-on-one physical therapy and new referrals seen within 24 hours. Our company provides generous continuing education for their physical therapists to continue to be leaders in physical therapy techniques. We would like to highlight our Pelvic Therapy, Dry Needling, and Workplace Solutions as well as introduce our therapists Jen Torborg, DPT and Kennan Archer, DPT for those that have not met them in our community yet. Proudly serving Wisconsin for over 20 years.

Please join us Wednesday, Feb. 21, at Hotel Chequamegon for Business After Hours!

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

Community Café is now at **10:30am every Thursday** at Freehands Lakeside! 93.3 on you dial!

WITC-Ashland, 2100 Beaser Ave. will host a 2018-2021 **Strategic Planning Town Hall Meeting** on Thursday, **February 8** from 11:30am – 1pm. The College is inviting community members as well as WITC staff, current students and alumni to attend the Town Hall meeting and share their input. 715/682.4591, ext. 3155.

Red Bicycle, 707 West Main Street, would love to see you! We have **upcycled, unique, Valentine Décor** and handmade Valentine Cards. Valentines Day, February 14, is time to let your loved ones know they are one of a kind! 715/685-4114.

Home Expressions, 116 W. Main Street, **Spring Open House**, Thursday **February 15th**, 10am to 8pm. Tons of all new spring decor, dip samples, drawings and so much more! Open late for your shopping convenience! 715/682-2455.

The Ashland Chamber presents **"3rd Thursday's" February 15**. Downtown stores will have sales & be **open until 8pm!**

Ashland Ore Dock Fundraiser Meat Raffle Tickets are available at Ashland City Hall, the Bretting Community Center and the Ashland Chamber of Commerce. Prizes are: 3-\$100 meat boxes; 2- \$50 meat boxes; and 4-\$25 meat boxes. Drawing is 7pm, **February 21** at the Alley. Need not be present to win. Tickets are \$5 each or 5 for \$20.

Northlakes Community Clinic presents, **Resilience, The Biology of Stress and the Science of Hope**, How we can make a difference in our Children's Lives on Wednesday, **February, 21** at Harbor View Event Center, Washburn. Movie starts at 6:30pm. Call 715/372-5001, Ext. 1329.

Ashland Elks Lodge #137 will present their annual **"Cash is King"** raffle drawing on Sunday, **March 4**, at 4pm at the AmericInn. Doors open at 2pm. To purchase a ticket or for more information, call 715/682-4329.

The Annual BMO Harris Bank Art Exhibition is at the bank from **March 5-16**, at 100 E. Main. Exhibition coordinators are now calling for artists. Artists' reception will be March 18. For more information on receiving an application call 715/682-3422.

Copper Peak presents the **Red Bull 400**. For the first time since 1994, Copper Peak, the iconic ski flying hill, N13870 Copper Peak Rd., Ironwood, Mi, will host an international competition. The worlds steepest 400-meter race, **May 12**, 2018. For more information go to redbull400.com.

Color Center, 121 East Main Street has **remodeled and has a new look!** Stop by and check out their new flooring and paint remodel throughout the store. 715/682-4901.

The Ashland Historical Society Museum will host a **"Chili Feed" fundraiser**, 4:30-6:30pm, Thursday, February 15. They have a **select, limited supply of year books**, from past years in their retail section. 216 West Main St. 715/682-4911.

Heartland Communications Magic Stocking collected \$1,029.07 this past Christmas season. With **Coffey Oil's** matching \$1,000 donation, **The BRICK** will receive \$2,029.07. Thank you to everyone who contributed to the Magic Stocking drive!

Freehands Lakeside Restaurant, Bar & Inn, 2521 West Lake Shore Drive, **now offers lunch delivery**, Wednesday through Friday from 11am-2pm 715/685-2583. <http://www.freehandslakeside.com/>

Congratulations to Fall General Surgery, 216 3rd Street West. Suite 201, on their **25th Anniversary**, serving the Northland! 715/685-0656.

For an updated report on:

The **Ice Road to Madeline Island** go to: <https://www.facebook.com/Madeline-Island-Ice-Road-368319013633710/>

The **Ice Caves on Meyers Beach**, go to <https://www.facebook.com/apostleislandsnationalakeshore>

The **Ashland County Snowmobile Report**, call 715-682-2500 or www.visitashland.com

Note... The date for Field Day 2018 is **Thursday, August 16**



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. The chosen businesses are also featured on the front page of the Chamber website, www.visitashland.com, and on the Ashland Chamber Facebook page. **February's highlighted businesses** will be: Illick Electric; Krause Creek Lodge; Chequamegon Bay Area Community Fund; Our Lady of the Lake Catholic Community.
Keep your sidewalks shoveled and free of ice!

The **new** 2018 Ashland County Activity and Visitor Guides are now available!!!

MARK YOUR CALENDAR

- * **February 7: Shop Small Win Big Final Drawing.** \$250 in Chamber Dollars. For more details go to www.visitashland.com
- * **February 15: 3rd Thursday's.** Downtown Retail Stores will have sales and will be open until 8pm.
- * **February 21: Business After Hours** at 5pm hosted by Orthopedic & Spine Therapy, held at Hotel Chequamegon.

**Book Across the Bay www.batb.org
Saturday, February 17, 2018**

22nd Annual Book Across the Bay ace starts at **6 pm** at **Ashland's Maslowski Beach** and ends at Thompson West End park in Washburn!

Walk-in registration and bib pickup will be at **Thompson's West End Park in Washburn** on **Saturday, Feb. 17.** from 11am - 5 pm. **Shuttle buses** will run from 1-5pm on Saturday from Washburn to the start area.

Finish Line Tent will feature Fido & the Love Dogs!

Book Across the Bay Activities include:

Friday, February 16: Polka Party on the Bay, from 6pm-10pm.

Join your friends and neighbors in the big tent at Maslowski beach for an evening of hometown fun on the frozen shores of Lake Superior!

Kids Book It Fun Race, February 17, is a FREE, fun race open to all kids ages 12 and under. Registration and bib pick up will be at Solstice Outdoors starting at 10am. The race starts at 11am for ages 8-12 and 11:30am for ages 8 and under. All participant will receive a medal, hot chocolate, and cookies! solsticeoutdoorstore.com or call 715/682.3590.

North Coast Cycling Association's Bike Across the Bay, Sunday, February 18. The 10K course for Bike Across the Bay is a combination of hard-packed drifted snow, crusty snow, and some ice. Fat bikes are recommended. Helmets are required. Race start time is 10am from Washburn Shore. Day of event registration will be at the Harborview (formerly Steak Pit) from 8:30-9:30am. 715/209-8169 with any questions. Register at www.northcoastcycling.com

**A Stronger Signal in the Northwoods:
Broadband, Business Growth, Feb. 27**

Wisconsin Indianhead Technical College's Ashland Campus. Tom Still of the Wisconsin Technology Council in Madison, will be moderating a business panel on broadband, which will highlight the current infrastructure in our area and opportunities for the future. Angie Dickison, State Broadband Director will be part of the program. Panelists are: **Jason Douglas**, CEO, Memorial Medical Center and president of the Ashland Area Development Corporation, **Jeff Lee**, director of operations, Norvado, and **Chuck Porter**, managing partner/owner, Superior Sauna & Steam. Networking and hors d'oeuvres start at 5pm, presentation at 6pm. The cost is \$10. <http://www.event.com/d/9tqwrr/4W>



**No-Snow Snowman Contest
Now through-February 17**

The Ashland Chamber would like to challenge its members to participate in the annual "No-Snow Snowman Contest." Build a snowman out of any desired material (can include snow) and place it in front of your business, then call the Chamber to register.

In order to be eligible for the prize, the snowman needs to be out on display **now through Feb. 17.** The Chamber will take pictures and upload them to its Facebook page. The winner will be determined by the amount of "likes" each snowman receives.

One winner will receive \$100 in Chamber Dollars!!!!

**Welcome Ashland WI to the
New York Times, November 22, 2017 and the
Wall Street Journal, January 2, 2018 issues.**

Photographer Stephen Shore entered many pictures including a color **picture of the Bay Theatre** on "2nd Street" from the 1960's/70's in the Museum of Modern Art in NY, where 1000's of people pass through. The art work of Mr. Shore is on display through May, 2018. Mr. Shore, a renown photographer, traveled around taking pictures from an early age. Articles can be found on our website www.visitashland.com under Media Stories.

Membership Reminders:

- * 2018 membership drive is taking Thank you to all the new and renewing members. We want to be the best chamber we can be for our customers. If you have any ideas or questions please send an email to ashchamb@centurytel.net or call Mary.
- * If you are in need of a new membership plaque, contact our office
- * Chamber Dollars: Nearly \$65,000 in Chamber Dollars were sold this year. Chamber Dollars is a reimbursement program. If someone redeems Chamber Dollars at your business, you simply take them as cash and then mail or bring them in to our office and we will reimburse you for the **full amount**. If you have any questions please call our office at 715/682-2500 or send an email to ashchamb@centurytel.net. Members receive full cash value from Chamber Dollars. Chamber Dollars available for purchase in increments of \$5, \$10, \$20 **and now a \$25 Chamber Dollar!!!**
- * Newsletter Inserts: For only \$75 and 475 copies, a Chamber member can place an advertising insert in our monthly newsletter. This is a great economical way to reach potential customers. (Some restrictions apply.) Call for more details.

**The Northwest Wisconsin Workforce Investment Board's
Superior Talent, March 15-17.**

Recruiting soon to be graduates entering into upper level healthcare occupations for a weekend of career exploration to discover the beauty of the Chequamegon Bay, while meeting with potential employers. Activities include a networking reception, employer tours, brewery tour, trivia, and a scavenger hunt. The NWWIB is asking businesses to support this event through cash/in-kind donations, prizes for trivia/scavenger hunt, or coupons/discounts for your business. For information, email mboika@nwwib.com or call 715/682-9141, ext. 118.

- * Also check out the **On-the-Job Training as a Solution for Your Hiring Needs** webinar on Tuesday, February 13th, at 11am. Registration is available at: <http://www.nwwib.com/bizserviceswebinars/>. For more information contact Melissa Rabska at 715/682-9141 or mrabska@nwwib.com.

Find yourself next to the water.

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Happy
Valentine's
Day

**Ashland Area Chamber of Commerce
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Phone: 715/682-2500 or 800/284-9484
Fax: 715/682-9404
Email: info@visitashland.com



Business After Hours
February's host:
***Orthopedic & Spine
Therapy***

**Wednesday, Feb. 21, 2018
at 5:00pm**

**Held at:
Hotel Chequamegon
101 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.*