

Greetings! from *Mary McPhetridge, Executive Director*

Happy Independence Day!

The 4<sup>th</sup> of July historically marks the start of our tourism season. We have been very busy with travelers this June along with construction teams and conferences. I love the events that take place in Ashland over the 4<sup>th</sup> of July. The parade is a favorite among many as well as the ever popular fire-run!! Mark Drolson with Celebrations, Incorporated has been busy selling firework raffle tickets and we thank him for his efforts to continue to bring us a spectacular show! This year the firework show will take place off of the oredock! The parade will take place on the 4<sup>th</sup> at 11am starting at the corner of 8<sup>th</sup> and Main Street.

Speaking of traditions, I did want to take this opportunity to explain the reason that our "Events and Promotions Committee" chose to change Maxwell Street Days to a new date and give it a new name. For many years the discussion has taken place, after the event, about the success or non-success of the event; and each year there is more negative feedback from the community about Maxwell Street Days. Back in the day, when there was no internet or commerce, aside from Main Street, the streets were full of businesses that would move out their old merchandise. Today we don't have the businesses who were at one time the anchors of Maxwell Street Days like JC Penney and maurices. Our small retailers only have a short window to sell their new merchandise and move their new inventory. Vendors that sell Arts & Crafts weren't as successful as in the past, so they chose other festivals to attend. Therefore this year we chose to change the event to a new name and schedule it on a new date a little later in the summer, August 4 and 5. This will no longer compete with the Duluth sidewalk sales in July, and we are scheduling our Downtown Days on the same time frame as the Chequamegon Food CO-OP's annual block party, the Farmer's Market, and the east end businesses are hosting a Music & Arts Festival that same Saturday, August 5. Friday will be the day that you will find the popular Northern State Bank Hospice Sale and Northlakes Community Clinic will also have an all staff Rummage Sale. The City of Ashland will be doing a fund-raiser for the K-9 Unit, and we will see sidewalk sales from the existing businesses from Home Expressions to New England Store. Music, Food, and Fun! August 4<sup>th</sup> and August 5<sup>th</sup> look for the new Downtown Days hosted by the Ashland Area Chamber of Commerce and area retailers. As always, thank you for shopping local!

As I write this, I am pleased to say we have completed three major events already since May. The Chequamegon Bay Birding & Nature Festival, Apostle Islands Inline Marathon, and Superior Vistas Bicycle Tour! All three are great for the area and we see people from all over the United States participating in these events.

Bay Days is right around the corner. We have an incredibly full calendar of music, fun, attractions, and lots of things for kids to do, so bring the family. Just to name a few we have, the Battle of the Bands, the Karaoke Contest, Ashland's Got Talent, the climbing wall, Pie eating, toddler run, little minnow triathlon, the traditional KC's & Lion's Tent, to the Strongest Man on the Bay, there is something for everyone! Check out our website at [www.ashlandbaydays.com](http://www.ashlandbaydays.com).

For a listing of great summertime fun go to our website [www.visitashland.com](http://www.visitashland.com).

## MARK YOUR CALENDAR

**Ashland Area Farmer's Market** on Chapple Avenue. **Every Saturday 8am-noon.**

**ABC Raceway Stock Car Races** are every Saturday. Hot laps start at 6:15pm and racing at 7pm.

**July 1: Pedal, Paddle, Plod & Plunge**, Joni's Beach, Madeline Island. 888/475-3386

**July 4:** Celebrate the **Fourth of July** in Ashland!! (See page 3 for a schedule.)

**July 4: Independence Day Celebrations** in Glidden, Mellen, Clam Lake and on Madeline Island.

**July 14-16: Ashland Bay Days Festival**, Bayview Park. [www.ashlandbaydays.com](http://www.ashlandbaydays.com) (See insert.)

**July 15: Bay Days 1Mile, 5K & 10K Fun Run.** [www.ashlandbaydays.com](http://www.ashlandbaydays.com)

**July 16: Chequamegon Bay Duathlon**, [www.cheqbaysprint.com](http://www.cheqbaysprint.com)

**July 16: Little Minnow Kids' Triathlon.** [www.cheqbaysprint.com](http://www.cheqbaysprint.com)

**July 28-30: 58th Annual Pioneer Days** in Butternut. 715/769-3113. or [butternutwi@centurytel.net](mailto:butternutwi@centurytel.net)

**July 29: Penokee Mountain Range Classic**, 47-mile bike race and tour starts/ends in Mellen. 715/274-2330

Call the Ashland Chamber at 715/682-2500 for more information on these events!



## Welcome to our newest Chamber Members!

### Shine North Realty

Sally North  
715/682-2099  
Shinenorthrealty.net  
sally@shinenorthrealty.com



### Enbridge

Scott Suder  
608/756-0071  
www.enbridge.com/wisconsin  
Scott.suder@enbridge.com

### Simply Water, LLC

Sarah Kilty  
715/223-1111  
www.simplywaterllcwisconsin.com  
sarahkilty28@gmail.com



### Business News

**Bay Area Car Club** will hold their **39th Annual Car Show** from 9am - 2pm **July 2**, Bayview Park. The Car club is collecting non-perishable food donations for the BRICK and pet supplies for the Animal Shelter. 715/682-5378.

**Sherwin-Williams**, 314 East Lake Shore Drive. **June 19-July 4, 30% off paints and stains** (excludes multi-purpose primer and Ovation paints) and **10% off all associated products**. 715-682-2320 or 715-682-3504.

**Chequamegon Humane Association "Dog Days of Summer Raffle" is now going on!** Tickets are available at the Neighborly Bar, Styl'n Up North, and the Shelter. The drawing will be July 4 at the Shelter. Tickets are \$5 each or 5 tickets for \$20. For more information, call 715/682-9744.

**Links Family Smokehouse**, 30580 West US Hwy 2 **is now open Thursday - Sunday**, 4 -10pm. Call 715/682-0331.

**WITC-Ashland**, 2100 Beaser Ave., will host their **Summer Open House** on **July 20**, from 11:30am -1:30pm featuring a cookout, prizes, guided campus tours and more. Learn what WITC has to offer and receive a free career assessment. Veterans' services representatives available. 715/682-4591. **See insert for more details!**

The **8th Annual Jack O'Brien Memorial Charity Golf Tournament** will tee off on **July 29**, at **Chequamegon Bay Golf Club**, 3000 Golf Course Road, Ashland. Shotgun start at 11am. Proceeds will benefit The BRICK Ministries and Faith In Action, Ashland County. Prizes, food, more. Call 715/682-8004 or email [mlindberg@pga.com](mailto:mlindberg@pga.com).

**The Ashland Chamber Field Day Golf Outing** on Thursday, **Aug. 17**, at Chequamegon Bay Golf Club. Field Day is a great day to network and have fun with your neighboring businesses. If you can't participate you can still be a part of it by either sponsoring a hole, donating items for the raffle table or by donating items for the goody bags. Please call JoAnn at the Ashland Area Chamber at 715/682-2500. This is a great way to share the word about your business.

**Congratulation to Heart Graphics**, 715/682-5307, 316 Main Street West on their **recent purchase of Printing Plus**. We wish much business success to Laurence and the crew at Heart Graphics and we send a **huge thank you to Gary and Kay LaPean** and the crew at Printing Plus for the many years of great service provided by Printing Plus.

Stop in at **Pizza Pub**, 1402 E. Lake Shore Drive and check out their **fabulous new look!** The remodel looks awesome!!!! 715/682-6641. <http://www.pizzapubashland.com>

**Ashland Area Small Town Community Pride Facebook Page** has been formed! A place to share positive happenings, constructive solutions, kindnesses and good works, and community building ideas. Mayor Deb Lewis encourages you to like this positive Facebook page.

**The Gathering Spot (The Spot)**, 116 14th Ave. East. You bring the party, we provide the "spot". Our first floor gathering space easily accommodates small to mid-sized groups for informal gatherings, private birthday parties and even be used for meetings or informational sessions where your guests come and go. Rentals start under \$50 and range in duration and price. For more information visit [seespotgather.com](http://seespotgather.com) or call 715-292-6556 or 715-682-9644.

#### See Inserts from :

- ◆ **Eagle Waste & Recycling INC.**
- ◆ **Holden Insurance**, Your local insurance agency representing West Bend Mutual Insurance Company.
- ◆ **Wisconsin Indianhead Technical College**, Summer Open House
- ◆ **Bay Days Schedule, 2017**

*Call or email the Ashland Chamber by the 20th of the month with your Business News.*

### Ashland's Got Talent! At Bay Days!! Sunday, July 16!

Do you have a talent...maybe a hidden talent? Do you know someone with a talent?

We are calling ALL Talent!

Play it, sing it, bring it! Singers, musicians, dance groups, comedians, jugglers, ventriloquists, magicians and any other kind of talent to perform at this year's Bay Days. Come show off your talent Sunday, July 16, show starts at 2pm in the huge tent. If you think you've got what it takes, if you think your kids have what it takes, this stage is for you! Showcase your songs, Show off your steps, Mystify us with your magic! Let's see what you got!

All ages welcome! Young and Old. Contact us as soon as possible by calling our office at 715/682-2500 or emailing us at [ashchamb@centurytel.net](mailto:ashchamb@centurytel.net).



Find yourself next to the water.




## 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 about them. Businesses are also highlighted on the front page of our website and posted on the Chamber's Facebook page.

- ◆ **Highlighted businesses for July** will be: Wild Rose Barn; White Space; Happy Feet Weddings; Lund Engineering.
- ◆ Listen to Heartland Communications and WBSZ 93.3 FM every Thursday at 9 a.m. for **Community Café**.
- ◆ The hanging flower baskets are now up and look beautiful on Historic Main Street. To donate to the flowers, contact Steve or Don Moore at 715/682-4393.

### Celebrate Independence Day in Ashland!

- ◆ The 4<sup>th</sup> of July **Parade** will head down Historic Main Street in downtown Ashland at 11am on July 4.
- ◆ The **Ashland Lions Club** will have their **brat, hot dog & hamburger stand** in front of the Ashland County Courthouse **and** Moore's Army Navy on Main Street from 10am - 1pm. 
- ◆ The **Ashland Historical Society** will host the annual **Cemetery Walk** on July 4th from 2-4pm. at Saint Agnes Cemetery on Sanborn Avenue. Interesting stories from Ashland's past will be told. Call 715/682-4911 for more details.
- ◆ The **Chequamegon Bay Concert Band** will perform at 8pm at the historic bandshell in Memorial Park along U.S. Hwy. 2.
- ◆ The traditional "**Fire Run**" of fire trucks and other emergency vehicles down Main Street at **9:30pm**.
- ◆ Ending the evening with the spectacular **Fireworks Display** over Chequamegon Bay. The fireworks will be shot off from the base of the Ore Dock at approx 10pm.



### The Ashland Area Chamber of Commerce and BART Bus Present: Guided and Narrated Trolley Tours!

You will tour the **Downtown Murals** aboard the "Trolley" with guides, Sue Prentice Martinsen and Maribeth Monroe

#### Every Friday and Saturday.

Starting June 23 through September 3, 2017  
Tours are scheduled for 10am and 1:30pm.  
Cost is \$5.00 (under 6 is free).

Pick-up is on the East side of the Bay Area Civic Center Parking Lot.  
For more information call the Chamber office, 715-682-2500



### Your Chamber wants you! Become a volunteer!!

If you would like to volunteer for **Bay Days, July 14-16**, please call JoAnn at the Chamber office. Have fun helping out at a community event and make new friends! Great way for kids to get community hours for scholarships and National Honor Society.

Ashland Downtown Days  
**August 4-5**  
Historic Main Street

### EPC News

The Events and Promotions Committee meets monthly to help plan promotions for retail businesses. Join us! (call for meeting dates)

Plans are now being made for an upcoming new Summer Event! Maxwell Street days has a **new name and a new date!!!!**

Stores will have sidewalk sales galore!

Vendors will include craft, food and Rummage Sale.

If your business is interested in joining the "Rummage Sale" or putting merchandise out on the sidewalks, call the Ashland Chamber!  
715-682-2500

### Bay Days Sporting Events Bayview Park



#### Bay Days 1Mile, 5K, 10K Fun Run

Saturday, July 15, 8am



#### Chequamegon Bay Duathlon

Sunday, July 16, 8am

#### Little Minnow Kids' Triathlon

Open to ages 5-13  
Sunday, July 16, 12:30

### Movies in the Park July and August at the Bandshell in Memorial Park

Remember the days at the Drive-in?....

Well this is the next best thing!!

Bring a blanket or a chair or sit on a bench. Movies start at dusk following the Chequamegon Bay Concert Band.

**July 20, "Sandlot!"**

**August 3, "School of Rock!"**



Bring your blankets, lawn chairs and snacks for a relaxing evening in the park. Sponsored by: Ashland Chamber of Commerce. 715/682-2500.  
Concessions will be available for sale.

### Wisconsin Department of Tourism JEM Grant Award!

Presented to  
Ashland/Bayfield  
Counties.



Working together to  
"Aim To Promote Winter Recreation"

Together, Ashland and Bayfield Counties are gearing up for a new marketing campaign aimed at establishing the area as a go-to winter destination for outdoor activities. With help from a \$10,000 Joint Effort Marketing (JEM) Grant from the Wisconsin Department of Tourism, the "Winter Wellness" campaign will promote the many trails and attractions open during the winter months. The campaign will run from January-March, 2018.

Find yourself next to the water.

**ASHLAND**

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Check out this month's inserts:

- ◆ Bay Days Schedule
- ◆ WITC Summer Open House
- ◆ Eagle Waste & Recycling INC.
- ◆ Holden Insurance Agency

**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,  
Dale Kupczyk

Staff:

Mary McPhetridge, Executive Director  
JoAnn Erickson, Office Manager  
Kysa Granger, Customer Service  
Maribeth Monroe, Customer Service

Phone: 715-682-2500 or 800-284-9484  
Fax: 715-682-9404  
Email: info@visitashland.com

**Karaoke  
Finals**  
Saturday 6pm



**Ashland's Got  
Talent**  
Sunday 2pm

**Ashland Bay Days Festival**  
[www.ashlandbaydays.com](http://www.ashlandbaydays.com)  
July 14 - 16, 2017

- ◆ Arts & Crafts Booths, Food Booths
- ◆ 5K & 10K Fun Run
- ◆ Bay Area Battle of the Bands
- ◆ Chequamegon Bay Duathlon
- ◆ Little Minnow Kids' Triathlon
- ◆ Dock Dog Jumping Contest
- ◆ Dunk Tank, Inflatables
- ◆ Strongest Man and Strongest Bam-Bam Contest
- ◆ Pie-Eating Contest, *kids and adults*
- ◆ Bay Days Karaoke Finals
- ◆ Ashland's Got Talent at Bay Days
- ◆ Toddler Run, Baby Crawl, Big Wheel Races
- ◆ Cardboard Boat Races
- ◆ Chequamegon Bay Concert Band and the Northland Lumberjack Choir

**AND SO MUCH MORE!**

**Check out [www.ashlandbaydays.com](http://www.ashlandbaydays.com) for a complete listing.**