

Greetings! from *Mary McPhetridge, Executive Director*

Happy Independence Day and Week!

For most, it is an inconvenience when the 4th of July falls on a Wednesday.... But for tourism folks, it is a real bonus... Some people take a full week instead of a long weekend... Some people take vacation before and some take vacation after, so the bonus is actually two weekends of heads in beds!



There is a full schedule of 4th of July activities in the area and in the whole county for that matter! From the traditional 4th of July shin-dig on Madeline Island all the way to the southern border in Butternut, you can find all sorts of “goings-on” in the county! The 4th of July parade entries are coming in strong, and we are hopeful that we will be able to offer another outstanding line-up of community residents, organizations, schools, and businesses marching down Main Street. The Parade starts at 11am at the Deep Water Grille and moves all the way to Stuntz Avenue. For the safety of our spectators, we will be routing traffic OFF of Main Street West *after* the parade. So please plan on using Highway 2 or 3rd Street. We have seen some near misses in the past, and want to make sure pedestrians have ample time to pack up and head back to their vehicles.

We are off to a healthy tourist season! The Bird and Nature Festival, and the Apostle Islands Inline Marathon were huge successes and participation increased in both events! There are LOTS of travelers in town and although we had to weather the last storm, people are still moving from point A to point B. One large tourism segment that benefits our local economy is friends and family tourism. Friends visiting Family and Family visits! When people come to visit for the weekend or week, make sure to look at our Ashland website ([www.visitashland.com](http://www.visitashland.com)) for things to do. We have a new Waterfalls Brochure that includes the waterfalls from four counties. Ashland, Bayfield, Iron, and Douglas, and they are all fabulous. With the extra rain, the waterfalls are even more beautiful than normal. There are historic murals all over Ashland County and we have scavenger hunt cards that people can take to have a fun game to play with the murals. Our calendar has listings from all over the Chequamegon Bay and we also have links to Washburn, Bayfield, and Madeline Island and trust me, there are all sorts of activities taking place in our beautiful part of the state! Having all of the independently owned restaurants also gives travelers a great opportunity to try new venues and enjoy the local foods from either our farms or our lake! And of course, travelers love our downtown! They comment on all of the cute places to shop and the great places to eat as well, but mostly, they comment on the friendly people they meet along the way! That’s so important for someone visiting from out of town. When travelers feel welcome, they tell others about our hospitality and word of mouth is the number one reason people choose a destination to visit.

Lastly, on July 10th, the Lieutenant Governor, Rebecca Kleefisch will be visiting on behalf of the Governor, to celebrate our continued investments on Main Street as part of the 2nd Annual Statewide Main Street Day. There will be teams traveling all over the state stopping in downtowns to highlight new businesses and expansions, along with the importance of a vibrant downtown and community. They were in Ashland last year and we are so pleased they have chosen Ashland again this year to make a stop. We will send out more information as their itineraries are confirmed.

## Enjoy Summer!



### MARK YOUR CALENDAR

**Ashland Area Farmer’s Market, . Every Saturday 8am-noon.** 6th Avenue West and Main Street,  
**ABC Raceway Stock Car Races** are every Saturday. Hot laps start at 6:15pm and racing at 7pm.

**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 6: Movies at Plaza Park:** “Moana” sponsored by JET Travel,

**July 20-22: Ashland Bay Days Festival,** Bayview Park. [www.ashlandbaydays.com](http://www.ashlandbaydays.com) (See insert.)

**July 21: Bay Days 1Mile, 5K & 10K Fun Run.** [www.ashlandbaydays.com](http://www.ashlandbaydays.com)

**July 21: Movie at Bay Days: The Poseidon Adventure**

**July 22: Little Minnow Kids’ Duathlon.** [www.cheqbaysprint.com](http://www.cheqbaysprint.com):

**July 27-29: 59th Annual Pioneer Days** in Butternut. 715/769-3113. or [butternutwi@centurytel.net](mailto:butternutwi@centurytel.net)

**July 28: 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!

### The Enrichment Center

(Formerly the Senior Center)  
Danielle Green, Director  
400 Chapple Ave. Ashland WI  
715/682-2776  
www.ashlandenrichmentcenter.com



### Bushido Brush Painting

Michael Mondry  
715/730-0466  
PO Box 52, Ashland WI  
Facebook  
www.facebook.com/intedByBushidoBrush/



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

Every Saturday **Now through September 1**, **White Winter Winery** presents “**Sips & Chips**” 10am-5pm. 2 cocktails and a basket of chips and salsa for \$10. Enjoy music, and a specialty mead cocktail. 68323 Lea Street, Iron River, WI 715/372-5656.

**White Winter Winery celebrates Blueberry Fest** on July 28, with special blueberry wine tastings. Live music, and homemade blueberry ice cream sandwiches at Moon Lake, Iron River. 715/372-5656.

**Country Blossoms Greenhouse**, 64715 Gillis Road, Ashland is closed as of July 1st. They will open by appointment for Perennials and Hard Goods. Look for Country Blossoms at Farmers Market in Ashland on Saturdays. 715/746-2345.

**Bay Area Car Club** will hold their **40th Annual Car Show** from 10am - 3pm **July 1**, Bayview Park. The Car club is collecting non-perishable food donations for the BRICK and pet supplies for the Animal Shelter. 715/682-5378.

**Erickson's Orchard & Country Store**, 86600 Betzold Road, Bayfield, **2nd Annual Strawberry Festival July-6-8**, 8am-5pm. Strawberry Pie, Shortcake, Sundaes, Bakery, Flea Market, Food, Fresh Picked Strawberries and more. 715/913-0717.

**Northwest Wisconsin Business Service Team** has monthly webinars. This month is **Financial Services for Our Local Small Businesses & Non-profits**. July 10 at 11am presented by Maryann Ledin, CEP. Fiscal responsibilities can be overwhelming for a small business, and for non-profits, these challenges can become an even larger issue to ensure that records are kept in compliance with federal, state, and other regulations and guidelines. Northwest Wisconsin CEP specializes in non-profit accounting and now offers Fiscal Services that can help non-profits and assist small businesses with these processes at a low fee that is manageable and directed by each organization. This webinar is 30 minutes long with time dedicated afterwards for questions. Registration for the webinar can be completed at [www.nwwib.com/bizserviceswebinars](http://www.nwwib.com/bizserviceswebinars).

**Chequamegon Humane Association CHA Thrift and Resale Shop**, 218 4th Ave. West is now open on Monday, Wednesday and Friday from 10am-4pm. Volunteers are welcome. Call 715/779-9771.

**WITC-Ashland**, 2100 Beaser Ave., will host their **Summer Open House on July 12**, 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. **New for Fall 2018: Hospitality Specialist Technical Diploma.** 715/682-4591. **See insert for more details!**

The **9th Annual Jack O'Brien Memorial Charity Golf Tournament** will tee off on **July 28**, 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 and more. Call 715/682-8004 or email [mindberg@pga.com](mailto:mindberg@pga.com).

The **Ashland Chamber Field Day Golf Outing** on Thursday, **August 16**, at Chequamegon Bay Golf Club. Field Day is a great day to network and have fun with your neighboring businesses. If you are unable to 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.

#### **Congratulations:**

- ◆ **Jack's Burger Barn**, 519 West Main Street, on their recent **Ribbon Cutting and Grand Opening**. 715/682-FARM.
- ◆ 505 West Main Street. Formerly known as Moore's Army Navy on the **Unveiling of their new name** at their recent **Ribbon Cutting**. 715/682-4393. Check out the New Name revealed on their Facebook page.
- ◆ **El Dorado Mexican Restaurant**, 2320 West Lake Shore Drive, on their **10th Anniversary**. 715/682-9658.

### **Ashland's Got Talent! At Bay Days!! Sunday, July 22!**

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 22, 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: Quilt Elements; Shear Perfection; Hauser Superior View Farm; Crossroads Outreach Center Inc; Shine North Realty.

- ◆ Listen to Heartland Communications and WBSZ 93.3 FM every Thursday at 10:30am for *Community Café*.
- ◆ The hanging flower baskets are now up and look beautiful on Historic Main Street. To donate to the flowers, contact Steve 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** from 2-4pm. at Mount Hope Cemetery on Sanborn Avenue. Interesting stories from Ashland's past will be told. Call 715/682-4911 for more details.
- ◆ **Oredock 4th of July Party**, from 4pm-10pm. Raffle, Kids Games, Jasmine Bowers, Acoustic Relapse, Chequamegon Peoples Orchestra, 6th Street Market Brats. Bring a chair and enjoy the Fireworks.
- ◆ The **Chequamegon Bay Concert Band** will perform at 8pm at the 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 at 10pm. The Fireworks will be shot off from the C. Reiss Coal Dock across from the Plaza Park.

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

**Every Monday, Friday and Saturday.**

Now through September 8, 2018

Tours are Fridays and Saturdays 10am and 1:30pm, And Mondays at 1:30pm.

Cost is \$5.00 (under 6 is free).



Pick-up 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 20-22**, 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 3-4**  
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 "Downtown Days", August 3-4 with Arts and Crafts and Food Vendors. If your business is interested in joining the Arts and Crafts or putting merchandise out on the sidewalks, call the Ashland Chamber!

**Bay Days Sporting Events Bayview Park**



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

Saturday, July 21, 8am

**MUDrutters Off road Mountain Bike Race**

Saturday, July 21 10am



**Little Minnow Kids' Duathlon**

Open to ages 5-13

Sunday, July 22, 12:30pm

**Movies in the Park at the Plaza Park in Ashland (next to the new Burger Barn)**



Remember the days at the Drive-in? This is the next best thing!! Bring a blanket or a chair.

- ◆ July 6: "Moana" 9pm, Sponsor JET Travel
- ◆ August 3: "Mrs. Doubtfire" 8:30pm, Sponsor Ashland Chamber of Commerce.
- ◆ August 17: "Princess Bride" 8:30pm, Sponsor Ashland Parks and Recreation.
- ◆ August 31: "The Greatest Showman" 8:30pm Sponsor by Court Manor

Note...July 21: "The Poseidon' Adventure" will be shown during Bay Days at Bayview Park, 8:30pm, sponsor Ashland Chamber of Commerce.

If your business is interested in sponsoring a movie contact Mary at 715/682-2500.

**3rd Thursday July 19**

**Every Month on the 3rd Thursday Downtown Ashland Retail Stores will be**

**Open until 8pm, Shopping!! Bargains!! Fun!!**

**An evening of shopping until 8pm!**



**Ashland Area Farmer's Market Howard Pearson Plaza**

and the lot between Burger Barn & City Hall in Ashland, Saturday's from 8am to noon through October 13. [www.ashlandareafarmersmarket.com](http://www.ashlandareafarmersmarket.com).

Find yourself next to the water.

**ASHLAND**

visitashland.com WISCONSIN

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Ashland Area Chamber of Commerce  
P.O. Box 746  
Ashland, WI 54806

Check out this month's inserts:

- ◆ Bay Days Schedule
- ◆ WITC-Summer Open House/  
Hospitality Specialist Course

**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  
                         Todd Chingo

Ex Officio Members:

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

**Karaoke  
Finals**  
Saturday 6pm



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

**Ashland Bay Days Festival**  
**[www.ashlandbaydays.com](http://www.ashlandbaydays.com)**  
**July 20-22**

- ◆ Arts & Crafts Booths, Food Booths
- ◆ 1Mile, 5K & 10K Fun Run
- ◆ Bay Area Battle of the Bands
- ◆ Little Minnow Kids' Duathlon
- ◆ 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
- ◆ Sportsman for God - Recreation for kids of all ages
- ◆ and more!

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

Join us for a hometown festival held at Bayview Park on beautiful Chequamegon Bay along the south shore of Lake Superior. Bay Days offers great, old-fashioned family fun with activities for all ages!