



News & Views

A Newsletter of the Ashland Area Chamber of Commerce

September 2018

Greetings! from *Mary McPhetridge, Executive Director*

We are celebrating the 20th anniversary of the Ashland Mural Walk Saturday, September 8th at the Ashland County Courthouse block and we have a fun line-up of activities for you to enjoy! The Annual Muralfest and Car Show will run from 9am – 3pm with the cars on display on Historic Main Street starting at the 200 block in front of the Ashland County Courthouse. We will also be hosting Mural Trolley Tours at 10am and 1:30pm. There is a \$5 charge for the trolley. In addition to the trolley tours, we will be hosting the Architec-tour from 9am – 12pm. A map is available that shows the open houses which will include, the Depot, Ashland County Courthouse, Ashland Museum, the Clark & Clark Building, the Masonic Temple building, Ashland City Hall Building, The Wilmarth Mansion, and the Northern State Bank Building. Downtown Stores will have sidewalk sales and also display historic pictures and information about their buildings. The City of Ashland Beautification Committee will also host a Garden tour from 10am-2pm. The Maps will be available at 9am that day and can be found at the Beautification Committee Plant Sale Booth on the Ashland County Courthouse Lawn. Come down and vote on your favorite car, and enjoy music, craft vendors, and food! Check out our website and Facebook page for reminders!

I was very honored to recently be nominated by the Secretary of the Department of Tourism and appointed by the Governor, to the Governor’s Council on Tourism. This board acts as an advisory board to the Department and is made up of Tourism business owners, Tourism Leaders, and Legislators. My term is a 2 year term and I attended a luncheon recently in Madison at the Governor’s Mansion where we thanked the many sponsors of the annual Wisconsin Governor’s Conference on Tourism. The tourism conference is the most well-attended tourism conference in the nation with over 1000 attendees. The luncheon was followed by a tourism council meeting where new members were introduced.

We have been so busy this summer with all of our events; both big and small...as well as travelers! It’s been a great year for tourism and even with the rainy cold June, we have sustained healthy numbers. Ashland County reports a small increase in sales tax expenditures and our room tax expenditures are steady as well. Fall tourism is also a strong season for the Chequamegon Bay, not only with all of the major events, but for transient tourism. Empty nesters seem to hop in the car and go! We are very busy with foot traffic in the fall because people look at the weather and they just come up! Fall color is also a pull for tourism and you can see the change in scenery already taking place. Lastly, the waterfalls have been on the top of the “*What to see and Do List*” this year. Many locals have stopped in requesting the brochures. We are so fortunate to have these beautiful places to visit right in our back yard!

We were discussing new businesses in our office recently. We decided to list the businesses that have opened or expanded their footprint in the last 18 months. It is pretty impressive! They are: Chequamegon Arts & Photography-New, Wilson Physical Therapy – Expansion, Burger Barn – New in Ashland, Son Shine on Main – New and Expansion, St. Luke’s Chequamegon Clinic - Expansion and New Location, Kwik Trip East - New, Kwik Trip South - New, Kwik Trip West - New, Memorial Medical Center - Expansion, The Shelter Shop - New, Crossroads - New, NorthLakes Clinic - Expansion, Spinster Books - Expansion, Sandbar Restaurant - New, Haukaas Law Office - Expansion, Chequamegon Humane Association – New and Expansion, Up North Fitness - New, The Annex - New, Lone Wolf Marine Repair – New, Quilt Elements - New, Ashland Area Mulch - New, Ashland Boat Tours - New, Bushido Brush Painting - New, Black Friday’s - New, Salem Baptist Church recently opened their beautiful new building and coming soon Superior Floral & Gift & the Ashland Cobblestone Hotel.

Ashland has an incredible track record for sustainable businesses. We typically don’t see the highs or the lows because of the diversity of our business mix. In addition, the local investment in our community from locally owned businesses like C.G. Bretting Manufacturing to Northern Clearing to New England Store is just as strong as ever. Not only do our locally owned businesses currently have generational ownership, but many have plans to move their next generation into both leadership and ownership. Young professionals from educators to engineers are moving into the community to take on new positions within both our public and private sectors. The momentum is exciting and continues to build as Ashland becomes more of a travel destination each year and has proven itself to be a great place to raise a family!

★ **Volunteers are always welcome and needed for the** ★
★ **21st Annual Memorial Medical Center WhistleStop** ★
★ **Marathon/Half Marathon and Cruisin’ the Corridor** ★
★ **5K/10K October 12 &13, 2018** ★
★ **Volunteer and see what it’s all about. 715/682-2500.** ★

★ **WhistleStop Event Guide Advertising** ★
★ **Participate in the 2018 Memorial Medical Center** ★
★ **WhistleStop Event Guide!!** ★
★ **CALL NOW!** ★
★ **715/682-2500** ★

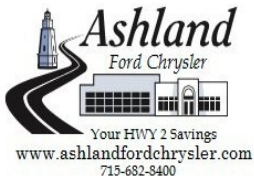
Welcome to our Newest Chamber Members!

Superior Floral & Gifts,
Opening September 5, 2018
410 West Main St.
Jason Ronning &
Brye Johnson
715-292-9382



Member Benefit:

Newsletter inserts are just \$75 and 475 copies. What a great way to spread the word about your business! We do the inserting and the mailing. Call the Chamber Office for more details.



www.ashlandfordchrysler.com
715-682-8400

Highlighting our September Business After Hours Host: Ashland Ford Chrysler

It is our mission to exceed our customers' and employees' expectations and maintain their loyalty for a lifetime. We are a locally owned family business, providing our customers the best price on our products and services at the best value for your money. Ashland Ford Chrysler strives to be the industry leader, and wants to be your partner before, during, and after the sale.

Business After Hours will be catered by the Niblick Bar & Grill, with pulled pork, wings, salad and desert. We invite you to take a tour of our facility and meet our team members while you eat. We also invite everyone to take a test drive in any of our beautiful product lines after you eat.

Join us on September 19, for Business After Hours, held at Ashland Ford Chrysler 28715 East US Hwy 2, Ashland.

Business News

Ashland Lions Club will have their food stand featuring tasty Sixth Street Market brats and hot dogs, at Ashland's **Mural Fest and Car Show** set for **Sept. 8** on West Main Street.

New Day Shelter is seeking nominations for the annual **Passageways to Peace Award** now until **September 14**. This award will be presented **Oct. 17** to an individual or group who has made a significant contribution to positively impacting domestic violence and/or sexual assault/abuse victims and/or the movement and who has an affiliation with New Day Shelter in connection with their contribution. Call 715/682-9566 for more information or check their website, www.ndshelter.org.

Kiwanis Club Coats for Kids Drive Distribution, Sept. 29, at the Bretting Center, 400 W. 4th Ave., from 9am-11am. For more information, call 715/682-7059.

Northern Great Lakes Visitor Center, 2 1/4 miles West of Ashland are having a **20th Anniversary Party** on **Saturday, September 29 from 9am-5pm**. Look for programs, activities, and celebrations throughout the day. www.nglvc.org

Breakwater Restaurant, 1808 E. Lake Shore Drive offers their popular "Chicken to Go". In just 20 minutes, you'll have a great broasted chicken dinner with your favorite sides ready to go! Great for football games. 715/682-8388.

The Sandbar Restaurant, 2521 W. Lake Shore Drive is open and excited to announce their **new open hours!** Monday through Thursday and Sunday 7am to 4pm. Friday and Saturday 7am-9pm for breakfast, lunch and dinner. 715/685-2583. www.bluewaveonthebay.com

23rd Annual Apostle Islands Lighthouse Celebration, Aug. 28 - Sept. 15, featuring special cruises and tours of all seven historic Apostle Island lighthouses. 800/779-4487 www.lighthousecelebration.com

Bayfield County Economic Development Corp is accepting **applications for a new Executive Director**. http://bayfieldcountyedc.com/wp-content/uploads/2018/08/BCEDC-Executive-Director-Job-Description_Apply_Info_8012018.pdf

Congratulations to:

- ***Color Center** and Brad and Paula Lundmark, 121 E. Main Street on their **20th Anniversary**. 715/682-4901.
- ***Home Expressions**, Trish and Lindsey, 116 West Main Street on their **"New look inside and outside"** and the gorgeous **new awning** on the front of their store. 715/682-2455.
- ***The Shelter Shop**, 216 & 218 4th Ave West on their recent **Ribbon Cutting and Grand Opening**. 715/209-8452.

Call the Chamber by the 20th of the month with your Chamber News!!!

MARK YOUR CALENDAR

Sept. 5: Northland College classes begin.

Sept. 8: Annual Mural Fest & Classic Car Show, 9am to 3pm, 715/682-2500 (See Mary's greeting for more information.)

Sept. 11: Ashland School District & Our Lady of the Lake classes begin.

Sept. 19: Business After Hours at 5pm, hosted by Ashland Ford Chrysler and held at Ashland Ford Chrysler.

Sept. 20: 3rd Thursday Downtown Ashland Shopping Promotion. Stores open until 8pm.

Sept 28-29: 43rd Annual Red Clay Classic at ABC Raceway, 2187 Butterworth Rd. 715/682-4990 www.abraceway.com

Sept. 29: Copper Falls State Park /Art in the Park, 10am to 2pm, Mellen. 715/274-5123

Sept. 30 through Oct. 13: Annual Scarecrow Contest for Chamber businesses, throughout Ashland. (See page 3 for details!)

Oct. 12-13: 21st Annual Memorial Medical Center WhistleStop Marathon/Half Marathon and Cruisin' the Corridor 5K/10K, Pasta Feed and Blues & Brews Festival.

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

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 September will be:
Kwik Trip; #2 Septic Pumping & Excavating;
One on One Hair Designing;
Bushido Brush Painting; Simply Water, LLC
Listen to Heartland Communications and WBSZ 93.3 FM every Thursday at 9am for Community Café.

The Northwest Wisconsin Workforce Investment Board is hosting a special Workforce Development Month event!

“Workplace Culture for Gen Z to Baby Boomers... And Everyone in Between”

Presented by Nancy Lyons; CEO, entrepreneur.
 Workplaces today are comprised of multiple generations in positions throughout every level of an organization.
 Place: Wisconsin Indianhead Technical College, Ashland Campus on Thursday, September 27, from 1:30 - 3:30pm
 Pre-Registration is required. Event registration is \$10. Registration and more information at www.nwwib.com/culture.

Kudos to Ashland!!!!

The Ashland Waterfront has been recognized by the readers and online friends of **Lake Superior Magazine** as a **2018 Best of the Lake** recipient in the **Best Local Landmark** category.

Additionally, the **Northern Great Lakes Visitor Center** was selected as a **Best 1-Hour Stop Along the Route**.

The winners are revealed in the **August/September issue of Lake Superior Magazine**, on its way to subscribers and then on to newsstands. The magazine is now on the newsstand. The full list also is posted on:

<https://www.lakesuperior.com/travel/best-of-the-lake-2018>

Mural Fest & Classic Car Show

Saturday, Sept. 8, 9am-3pm
 Courthouse block of West Main Street



Mural Trolley Tours **Crafts**
Meet the Artist **Architec-Tour**
Kid's Mural painting **Garden Tour**
Food, Fun, Music **Car Show**

Come celebrate 20 years of artistic excellence with our Annual Mural Fest and Car Show! Since 2005, Ashland has been known as the **Historic Mural Capital of Wisconsin**.

Architec-tour during Mural Fest

Tour these seven historic Ashland commercial & public building!
Architec-tour September 8, 9am – 12pm.

A map will be available at the Mural Fest & Car Show that shows the open houses which will include, the Depot, Ashland County Courthouse, Ashland Museum, the Clark & Clark, the Masonic Temple, Ashland City Hall, the Wilmarth Mansion, and Northern State Bank.

Thank you Ed & Don!

Movies in the Park was well attended at the Plaza Park this year. Thank you to our sponsors; J.E.T. Travel & Tours, Moore's on Main, Ashland Parks & Rec Department, Court Manor and **THANK YOU SO VERY MUCH** to Ed Monroe and Don Jaskowiak for “Showing” up every Friday to set up and run the movies! That was a huge commitment on their part and we really appreciate it!



Attention, Chamber business owners: 2018 Scarecrow Contest

Have fun being creative as you design and build a scarecrow out of whatever materials you like. (Scarecrows must be displayed outdoors to be eligible win)

First place prize is \$75 in Chamber Dollars, **Second place** prize \$50 in Chamber Dollars, **Third place** prize \$25 in Chamber Dollars.

Completed scarecrows should be on display Sept.30 through Memorial Medical Center WhistleStop on Oct. 13.

Be sure to register your scarecrow with the Chamber!

Field Day 2018

Thank you to all of the golf participants, volunteers, hole sponsors and businesses who contributed to the success of Field Day 2018

Hole Sponsors:

Ashland Construction
 Bad River Lodge & Casino
 BMO Harris Bank
 BRAAS Company
 C.G. Bretting Manufacturing
 Chippewa Valley Bank
 Deer Creek Seed Co.
 Delta Dental of Wisconsin
 Earle M. Jorgensen Co.
 Edward Jones Investments
 Fall General Surgery
 Jay Emmert Coldwell Banker
 East-West Realty
 Lapham-Hickey Steel
 Market & Johnson

Memorial Medical Center
 Nexen Group, Inc.
 Northern Clearing
 Northern State Bank
 Northwoods Paving
 Rockwell Automation
 Russel Metals
 Ryerson
 Standard Electric
 Weimer Bearing & Transmissions
 Werner Electric Supply
 Wisconsin Indianhead Technical College
 Xcel Energy

Goody Bags Sponsors:

Associated Bank
 Bremer Bank
 Choice Title
 Culver's
 Daryl Jolma State Farm
 Essentia Health
 Futurewood Corp.
 Heart Graphics
 Jacks Burger Barn
 Kwik Trip
 Lapham-Hickey Steel
 McDonald's
 Memorial Medical Center
 Northern State Bank
 Northwoods Community Credit Union
 St. Lukes/Chequamegon Clinic
 Superior Choice Community Credit Union
 Wilson Physical Therapy
 Wisconsin Indianhead Technical College

Businesses who donated raffle prizes:

Ashland Ford Chrysler
 BRAAS Company
 Chequamegon Bay Golf Club
 Country Blossoms Greenhouse
 Delta Dental
 Earle M. Jorgensen
 Futurewood Corp.
 Haukaas Law Office
 Heartland Communications
 Lapham-Hickey Steel
 Larson-Juhl
 Moore's on Main
 The Niblick Bar & Grill
 Russel Metals
 Subway
 Shoe Shack
 Standard Electric Supply
 Werner Electric
 Xcel Energy

Von Holzen Chevrolet-Buick-GMC, Inc. Hole-in-One and Shoot Out sponsorship.

Culligan Water, bottles of water for the beverage carts. And everyone who donated the many door prizes!

Find yourself next to the water.

ASHLAND

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

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

Executive Board Members:

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

At-Large Members:

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Karen Hansen Jordan Von Holzen
Paul Bretting Mike BeBeau
 Todd Chingo

Ex Officio Members:

Betsy Harries
Erik Olsen
Brant Kucera

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

Our September host:

**Ashland Ford
Chrysler**

**Wednesday, September 19,
5 p.m.**

**To be held at:
Ashland Ford Chrysler**

28715 U.S. Hwy. 2 West

Join us for good food, catered by Niblick Bar
& Grill, and a great time!

*If you are unable to attend, we encourage
you to extend this invitation to another
Representative.*