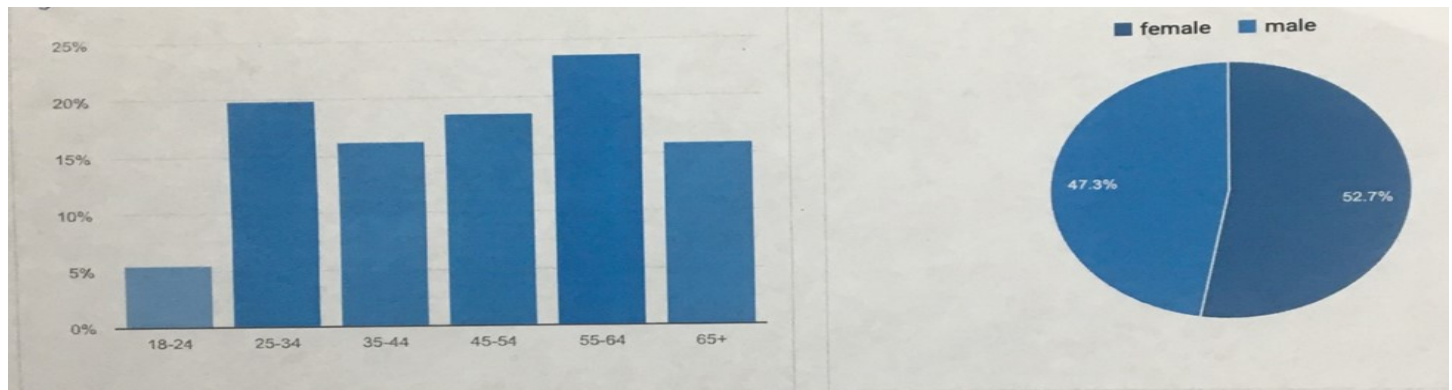


Greetings! from Mary McPhetridge, Executive Director

January & February in chamber, tourism world is clean up, catch up, analyze, and budget time!! The Ashland area was a bit inundated with all sorts of unusual weather patterns in 2019, but in spite of those obstacles, we enjoyed a strong year in tourism. The Cobblestone Inn & Suites added 51 new rooms to the mix of inventory. Best Western/Hotel Chequamegon underwent a large renovation project and the restaurant & bar area is the fruit of that hard work! The lake views are even more spectacular with the new large windows and open concept! Many of our properties like the Bayview Motel, underwent soft and hard good changes and the Blue Wave Inn landed a new management agreement and increased their occupancy exponentially! At a recent hotel tourism meeting we talked about the great mix of lodging options available in Ashland. Ashland is very diverse in our economic business markets from Manufacturing to Education to Medical and everything in between, and it is the same with our lodging. Chains, Independents, Inns, Cabins, Mom & Pop “drive up”, and Boutique hotels all make Ashland a fabulous destination, not to mention the beautiful back drop of the bay and a thriving downtown that offers locals and tourists alike an opportunity to eat and shop on Main Street!!

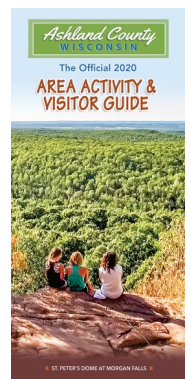
Another unique asset for Ashland is our customer demographic. Our annual year review on Google Analytics shows that between Millennials and Baby Boomers, we see nearly even splits (25-64) and look how close on gender. Nearly 50 /50 between men and women. Typically, you see some dominant parodies and we are very even across the spectrum, which tells us we need to position our marketing in all platforms as each age group tends to use a different method of information gathering when making travel decisions.



With that in mind, we will focus this year on additional video; start using a visual impact program that sources user generated content and works mostly with Instagram that will basically build a photo gallery of excellent shots from other people rather than chamber driven. It is more believable because it is genuine and from the area and events that we promote. We will also be placing billboard messages in the Duluth market to create awareness to travelers that may not realize there is a piece of heaven just up the road!! They tend to land in Canal Park and that becomes their final destination. We are also embarking on a mission to find the “Inline Skaters” in the country that don’t know about the race we coordinate

in June on Madeline Island. We hold our registration and packet pick up in Ashland and people tend to stay and play all over the area for that event, but we need to find more skaters. We will use a method known as Geo-Fencing to target inline skating events and shopping behaviors to find the skaters and then hit them with the Apostle Islands Inline video and messaging!! Our new 2020 Visitor & Activity guide for Ashland County is a hit!! Take a look at the cover! It is St. Peter’s Dome and is absolutely, breathtakingly, beautiful! We are so blessed to live in a place that offers such picturesque beauty and the charm of our businesses and locals that receive great reviews on Friendliness!!

The next big event for the area is Book Across the Bay and race director, Ben Thoen, says, conditions are excellent this year. Look for 3000 participants in the area on Saturday, February 15th and thank you in advance to all who are volunteering!



Happy Valentine's Day

Attention Ashland Chamber Members!

If you are in need of a **new membership plaque**, contact our office and we will be sure to get you one!



Details on next page

Highlighting our February Business After Hours Host
In 2020 the Ashland Area Chamber of Commerce
will celebrate our “Centennial”, 100 years as an organization!

*Join us Wednesday, February 19, for Business After Hours,
 5pm at The Niblick Bar and Grill, 3000 Golf Course Road*



DW Discover Wisconsin; The Nation's Longest Running Tourism Show
 will air the episode
Featuring Ashland on February 15, 2020 and July 11, 2020.

For a list of their broadcast network times and channels, visit
<http://discoverwisconsin.com/broadcast-guide/>

You can also stream Discover Wisconsin in YouTube, Roku, Amazon fire,
 Apple TV, Google Chromecast, Smart TV, IOS and Android app.



Welcome to Our Newest Chamber Members

Chequamegon Pregnancy Center

522 Chapple Ave.
 Ashland, WI
 715/209-8575
 breathoflifepre@gmail.com
 breathoflifeabc.com



Beehive Botanicals Manufacturing

16297 W. Nursery Road
 Hayward WI
 800/233-4483
 manufacturinginfo@beehivebotanicals.net
 www.beehivebotanicals.net



Ashland Event Rentals

27100 Brown Road
 Mason WI
 Ryan Nelson
 715/641-0544
 rent@ashlandevent.com
 ashlandevent.com



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

Ashland Historical Museum will hold a “Chili Feed” at the Museum, 216 Main St. West, on **February 6, 4:30-6:30pm**, Cost is \$5.

Heartland Communications Magic Stocking collected \$1,035.88 this past Christmas season. With **Coffey Oil** matching \$1,000 donation, **The BRICK** will receive \$2,035.88. Thank you to everyone who contributed to the Magic Stocking drive!

Ashland Elks Lodge #137 annual “Cash is King” raffle drawing Sunday, **March 1, 4pm**, AmericInn. For tickets call 715/682-4329.

On September 26, 2020, **Apostle Islands National Lakeshore** will recognize **50 years** since its designation as a national lakeshore. All year long, Apostle Islands-area residents, businesses, and visitors will commemorate this special place on Lake Superior (Gichigami), and its significance to our culture. Activities will be taking place throughout the year to celebrate. For more information check out <https://friendsoftheapostleislands.org/home/50th-anniversary/>

Welcome **Kit and Angela Jensen** the new owners of **Stove & Fireplace Works** and **Bay Area Fire Protection!** Kit is originally from Marengo and Angela was a Northland College graduate.

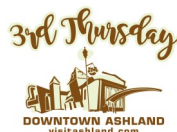
New management at Mt. Ashwabay. Doug Olson is the new General Manager of Mt. Ashwabay. Doug is originally from Bayfield. Holly Pierce, from Ashland has helped the hill during the winter for a number of years as a patroller and rental and bar manager. Now full time she is food, beverage, rental & inside operations manager.



3rd Thursday
Downtown Ashland
February 20, 2020
 Retail Stores will be
 open until 7pm

The Ashland Chamber would “love”
 to offer you a chance to win a
Valentines Package filled with lovely things.
 The package will include:
 Pampering, Dinner, a Nights Stay and more!

Stop in the participating stores
 and sign up to win!
 For more information
 go to visitashland.com



“Tell you friends and family”

Come and stay at a lodging facility in the city of Ashland overnight, and register to win 1 of 2-\$250.00 in Chamber Dollars!!

City of Ashland lodging properties include:
 AmericInn, Ashland Motel,

Ashland Super 8, Bayview Motel,
 Best Western/Hotel Chequamegon, Blue Wave Inn,
 Cobblestone Inn & Suites, Crest Motel, Quality Inn, River Rock Inn,
 Inn at Timber Cove and Second Wind Country Inn.

Once you have stayed in one of our Chamber Member Lodging facilities, in Ashland, send us a copy of your receipt, and we will enter you into a drawing for Chamber Dollars that you can spend on your next visit! Email receipts to info@visitashland.com.

There will be 2 Drawings: February 29 and March 31st
Thanks for choosing Ashland, WI for your winter getaway!

Chamber News

Each week, the Ashland Area Chamber of Commerce **highlights a business** on Heartland Communications radio station WATW 1400AM & 101.3FM Bay Country with multiple free 30-second commercials. The chosen businesses are also featured on the front page of the Chamber website, visitashland.com, and on the Ashland Chamber Facebook page.

February's highlighted businesses will be:

Ashland Ford Chrysler; Ashland Family Restaurant; Ashland Snowmobile Club; Todd's Redimix Concrete

Congratulations to the winners of the Shop Small Win Big Raffle

November winner: Barb Allison

December winner: Dawn Readon

January winner: Lori Przybylo

Keep your sidewalks shoveled and free of ice!

Listen to Heartland Communications and 101.3fm every Thursday Morning at 9am for **Community Café**.

If your non-profit organization would like to promote an event on the radio, call the Ashland Chamber

2019 Christmas Cash Raffle

winners for the end of December were:

Dec. 28: Derek Erickson; Dec. 29: Terri/Connie; Dec. 30: Bill Kurilla

Dec. 31: Vince Ament; Dec. 31: Faith in Action



Ashland Bay Days & Memorial Medical Center WhistleStop sponsorships are being accepted.

The Ashland Chamber's Bay Days and WhistleStop festivals are two major events with a great social and economic impact on the area.

Event sponsorship allows you to tap into a niche, a local and a regional market, and can even give you an opportunity to test your product depending on the sponsorship you choose. There are several marketing opportunities to choose from.

Contact the Chamber for more information.
info@visitashland.com
 715/682-2500

Membership Reminders:

- * 2020 membership drive would like to say **Thank You** to all the **new and renewing members**. We want to be the best Chamber we can be for our Members. If you have any ideas or questions for our office please send an email to Mary at info@visitashland.com
- * **Chamber Dollars:** Over \$60,000 in Chamber Dollars were sold this year. Chamber Dollars is a reimbursement program. If a customer redeems Chamber Dollars at your business, you simply take them in as cash and then either mail or bring them into our office and we will reimburse you the **full amount**. If you have any questions please call our office at 715/682-2500 or send an email to info@visitashland.com. Members receive full cash value from Chamber Dollars. Chamber Dollars available for purchase in increments of \$5, \$10, \$20 or \$25.
- * **Newsletter Inserts:** For \$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.



Book Across the Bay www.batb.org
 Saturday, February 15, 2020
 23rd Annual Book Across the Bay
 race 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. 15** from 11am - 5pm. **Shuttle buses** will run from 1-5pm on Saturday from Washburn to the start area at Maslowski Beach.

Weekend activities during Book Across the Bay will include:

Friday, February 14: Horseshoes & Hand Grenades in concert at the tent in Washburn. Doors open at 5pm, and music starts at 7pm. Tickets are available at the door and online.

Saturday, February 15: Book Across the Bay Expo on the Ashland side of the bay. The Expo hosts local businesses & vendors. Free admission and family friendly! Race start 6pm!

Kids Book It Fun Race, February 15, is a FREE race open to all kids ages 12 and under. Registration and bib pick up will be at Solstice Outdoors starting at 10am. Race starts at 11am for ages 8-12 and 11:30am for ages 8 and under. All participants 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 16. 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 12noon from Washburn Shore. Day of event registration will be at the Harbor View Event Center (formerly Steak Pit) from 10-11:30am. Awards and after party at 1pm at the Harbor View Event Center. 715/209-8169 with any questions. northcoastcycling.com



No-Snow Snowman Contest February 1 through-February 15

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 should be out on display **now through Feb. 15**. 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!!!!

MARK YOUR CALENDAR

- February 1-15: No-Snow Snowman Contest.**
- February 15: Book Across the Bay,** Start at 6pm, Maslowski Beach Ashland. batb.org
- February 19: Business After Hours** at 5pm hosted by the Ashland Area Chamber of Commerce, celebrating 100 years in Ashland. Held at The Niblick Bar and Grill, 3000 Golf Course Road.
- February 21: 3rd Thursday's. Be Mine on Main!** Downtown Retail Stores will have sales and will be open until 7pm

Calendar of Events, Share What's Happening!

A calendar of events is inserted in your newsletter every month. We encourage you to share the calendar with your office staff and friends. If you are a service business please post the calendar near your front desk where employees can share the activities that are happening in our area with your customers and guests.

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:

John Bierl, President
Mike BeBeau, Secretary
Karen Hansen, Treasurer
Rick Forsythe, Past President

At-Large Members:

Bill Kacvinsky Tina Miller
Laurie Gregor Jordon Von Holzen
Paul Bretting

Ex Officio Members:

Brant Kucera, Erik Olsen
Betsey Harries

Staff:

Mary McPhetridge, Executive Director
info@visitashland.com
JoAnn Erickson, Office Manager
officemgr@visitashland.com
Maribeth Monroe, Customer Service
prchamber@visitashland.com
Ellen Turnquist, Customer Service
fdchamber@visitashland.com

Phone: 715/682-2500

Fax: 715/682-9404

Email: info@visitashland.com

Business After Hours

February's Host:

**Ashland Area
Chamber of Commerce
Celebrating 100yrs!!**

**Wednesday, February. 19, 2020
at 5:00pm**

**Held at:
The Niblick Bar and Grill
3000 Golf Couse Road**

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.*