

BARABOO AREA CHAMBER & TOURISM

IT'S TIME FOR CIRCUS FUN

Darren Hornby
Executive Director

Despite the challenges posed by the pandemic, we're carrying on the Baraboo Area's longstanding tradition of honoring its circus heritage with a Circus Celebration on July 10-11. I see the limitations posed by COVID as an opportunity to try new things. These additions may become part of our Circus Celebration for years to come. Sometimes necessity is the mother of invention.



Concerns over bringing a large crowd to a single location precluded us from holding our traditional Big Top Parade this year. But there is still plenty of circus-themed fun in store for our

Circus Celebration on July 10 and 11, including some fresh new features.

Big top shows at Circus World are always a highlight of this event, and this year will be no different. But there's plenty new to like about this year's Circus Celebration:



• **A "parade" of elephants:** 15 fiberglass elephants are on their way to Baraboo, where they'll be painted (and otherwise decorated) by local artists. They'll then be placed throughout the community in time for when Circus Celebration festivities begin July 10. They'll remain on display throughout the summer.

Many thanks to the sponsors who have stepped up to sponsor an elephant. (There are a couple still in need of sponsors.) We're also looking for artists to claim the elephants. If you're interested in sponsorship or in painting an elephant, email me at director@baraboochamber.com. Artists will receive money to help pay for paint and supplies, as well as a portion of the proceeds when the elephants are auctioned off in the fall.

• **Car Show:** A highlight of past local festivals will return with the Circus Celebration Car Show on Sunday, July 11. Classic rides will be on display at Slumberland in West Baraboo from 10 a.m. to 3 p.m. Captain Bob and Arlo of Wisconsin Hot Rod Radio will serve as MCs and DJs. Visit this [website](#) to register your vehicle. All makes, models and years are welcome. Three trophies will be awarded.

• **Trolley tours:** Shelley Mordini of Baraboo Tours will take visitors on a tour of our community's many historic circus sites Saturday and Sunday.

• **Live entertainment:** Musicians and other artists will perform live at parks in the city of Baraboo and village of West Baraboo. Stay tuned to the Chamber [web page](#) dedicated to this event for updates.

All these events are designed to celebrate the Baraboo Area's circus pride - and bring visitors to town - without putting thousands of people in a single location at the same time. Who says safety and fun can't go hand-in-hand? I hope to see you July 10-11!

NEW MEMBERS



Baraboo Area Homeless Shelter
Landscape Techniques



ANNUAL
RAFFLE
UNDER WAY
PAGE 3

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Circus Celebration will feature classic car show

**BARABOO
AREA** CHAMBER
& TOURISM



SUNDAY, JULY 11
10 a.m. to 3 p.m.
SLUMBERLAND
315 W. Pine St.

BARABOO AREA
CHAMBER OF COMMERCE
CAR SHOW 2021

Take part in Baraboo's Circus Celebration weekend by displaying your classic ride.
To register, scan the code at right. Call 608-356-8333 for information.
\$10 (per vehicle owner) entry fee collected at the event. 3 trophies awarded.
All makes, models and years welcome. First 100 registered cars receive a goody bag.



Participate in Baraboo's Big Top Celebration by registering your classic vehicle in the July 11 Car Show at Slumberland Furniture in West Baraboo!

Captain Bob and Arlo of [Wisconsin Hot Rod Radio](#) will emcee the event and provide music.

All makes, models and years are welcome. Three trophies will be awarded. The first 100 registered vehicles will receive a goody bag. [REGISTER HERE](#)

A participation fee of \$10 per vehicle owner will be collected the day of the event. There will be no charge for spectators. For information, call 608-356-8333.

While the Circus Celebration will not feature a parade, it will present a full weekend of circus-themed events. Big top shows at Circus World will headline the weekend on Saturday, July 10. On both Saturday and Sunday, Baraboo Tours will run trolley tours of the community's historic circus sites. Live music and other entertainment will be presented at Baraboo Area parks, and artistically decorated elephants will "parade" throughout the community. For information and updates, visit the Chamber [website](#).



Help us help you fill open jobs

The Chamber has launched an initiative designed to connect our members with prospective employees.

We've heard from many members that they're struggling to fill job openings. We're encouraging employers to post their job openings to [baraboo.com](#) via [ChamberMaster](#). Meanwhile, we're stepping up our efforts to promote our jobs listing - found at [chamber.baraboo.com/jobs](#) - to the public via social media and highly visible banners to be placed around the community.

If you need help posting a job listing, reach out to Ben via email at memberrelations@baraboochamber.com.

Help us help you fill open positions!



Raffle now under way

Tickets only \$5 each, 3 for \$10

Give yourself a chance to win big bucks and exciting prizes by spending a few dollars on the Chamber's Annual Raffle!

This year tickets cost only \$5 each, or three for \$10. There are three cash payouts (\$1,000/\$750/\$500) and other prizes including a Badger Weekend (football tickets, dining gift card and lodging); a TV and sound system; and five (count 'em, five!) \$50 gift cards to local restaurants.

The winning tickets will be drawn at halftime of the Wisconsin Badgers football game vs. Rutgers on Saturday, November 6. Ticket holders need not be present to win.

Tickets are available at the Baraboo Area Chamber of Commerce Visitor Center, located next to Festival Foods. It's open 11-4 on weekdays. Tickets also are available from Chamber Ambassadors and Board Members.

Raffle proceeds benefit the Chamber and support its mission to promote local tourism and its members, thereby strengthening the economy of the Baraboo Area.

WIN CASH & PRIZES FOR JUST \$5
IN THE 2021 BARABOO AREA CHAMBER OF COMMERCE

ANNUAL RAFFLE

PRIZES

- ★ **3 CASH PAYOUTS** (\$1,000/\$750/\$500)
- ★ **BADGER WEEKEND** (TICKETS/DINING/HOTEL)
- ★ **TV & SOUND SYSTEM**
- ★ **FIVE \$50 LOCAL DINING GIFT CARDS**

TICKETS
\$5 each
3 for \$10

Tickets are available at the Visitor Center, 600 W. Chestnut St., and from Chamber Ambassadors and Board Members

BARABOO AREA CHAMBER & TOURISM

Proceeds benefit the Baraboo Area Chamber of Commerce and its mission to promote local tourism and its members, thereby strengthening the economy of the Baraboo Area.

Raffle license R0036121-A-12591

SPONSORED BY

BARABOO STATE BANK • HO-CHUNK GAMING • TERRYTOWN PLUMBING • CELL PLUS/US CELLULAR
MAGNUM BROADCASTING • 99.7 MAX FM • BANK OF WISCONSIN DELLS • THE GRAINERY • WCCU
PIZZA RANCH • RE/MAX GRAND • ANDERSEN MANUFACTURING • TEEL PLASTICS
INTERNATIONAL CRANE FOUNDATION • SUPREME AWARDS • DENTAL ASSOCIATES • SSM HEALTH
BARABOO HILLS CAMPGROUND • MBE CPAs • SKILLET CREEK CAMPGROUND • SENECA FOODS •
OAK PARK PLACE • BARABOO MOTORS GROUP • DEZ TACTICAL ARMS • TOWNS & ASSOCIATES
PREVAIL BANK • DON-RICK INSURANCE

Chambers launch disc golf event



The Baraboo Area, Reedsburg and Sauk Prairie chambers of commerce are joining forces to present a new event: The Sauk County Disc Golf Challenge!

Each community will host a preliminary round of competition at its local disc golf course in June. Players will compete individually, and we'll add up those scores to determine team scores. The top two foursomes from each community will advance to the championship round in August at the Baraboo

Lions Club's Disc Golf Course at the University of Wisconsin-Platteville Baraboo/Sauk County campus. (In Baraboo, players will compete from the short tees.)

The cost to participate is \$20 per player. You can register online by clicking below. For the June 12 preliminary round in Baraboo, start times will be staggered every 20 minutes from 11 a.m. to 1 p.m.

There will be prizes for the top two teams in each community!

[REGISTER HERE](#)

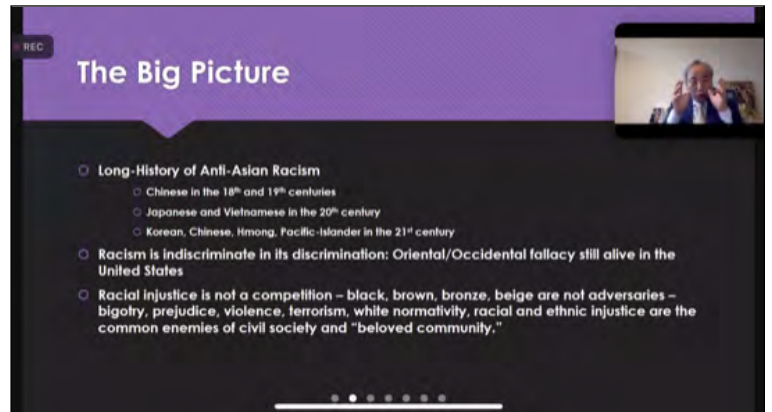
MAY HIGHLIGHTS



Fair on the Square
May 15



MAY AMBASSADORS CLUB MEETING
MAY 17 • TUMBLER ROCK BREWERY & KITCHEN



Baraboo Talks: Uncovering Anti-Asian Racism and Xenophobia
May 20

RIBBON CUTTING: GOT KITSCH?

We were excited to welcome Got Kitsch? on May 27! The West Baraboo wine bar and collectibles shop is open from 12-9 p.m. Wednesdays through Sundays at 648 W. Mulberry St.



CALENDAR OF EVENTS



Chamber Golf Classic - Sold out!

*Tuesday, June 1 at Noon
Baraboo Country Club*

More than 140 golfers have signed up to participate in one of the Baraboo Area's premier summertime events! This best-ball scramble will feature 18 holes of play, a 50/50 raffle, a silent auction and other festivities!



New member orientation

*Thursday, June 3rd from noon to 1 p.m.
Visitor Center conference room*

Learn about the many benefits of Chamber membership from Darren as he details the organization's structure, principles and funding mechanisms. He'll also discuss the great networking events and community celebrations the Chamber organizes. [Register here](#)



Sauk County Disc Golf Challenge

*Saturday, June 12th from 11 a.m. to 1 p.m.
Baraboo Lions Disc Golf Course, University of Wisconsin-Platteville Baraboo/Sauk County*

The chambers of commerce in Baraboo, Reedsburg and Sauk Prairie are inviting disc golfers to compete for countywide bragging rights in a new event. The top two teams in the preliminary round of competition June 12 in Baraboo will advance to the county finals - also in Baraboo - on August 28. Find registration information [HERE](#).



Board of Directors meeting

*Monday, June 21st from noon to 1 p.m.
Zoom conference*

Board members, please mark your calendars for the 21st if you haven't already, as President Shawna will lead our May Board of Directors meeting via Zoom.



Ambassadors Club meeting

*Monday, June 21st at 5:30 p.m.
Log Cabin Restaurant*

Join us at the Log Cabin as members of the Ambassadors Club brainstorm about potential Chamber members, discuss upcoming events and devise ways to keep members engaged with the organization. All while enjoying tasty food and beverages!



Lunch & Learn: Capital Newspapers & Amplified

*Thursday, June 24th noon-1 p.m.
Visitor Center conference room*

Representatives from Capital Newspapers and Amplified Digital will discuss the changing landscape in digital and content marketing as well as the effectiveness of leveraging data to reach new and current customers. [REGISTER HERE](#)

**KEEP TRACK OF LOCAL
EVENTS AT BARABOO.COM**

LUNCH & LEARN: HABITAT FOR HUMANITY



We resumed our Lunch & Learn seminar program May 26 with a presentation by Habitat for Humanity of Wisconsin River Area. Executive Director Morgan Pfaff detailed for a group of 15 people the nonprofit's role in the area's housing crunch. Wisconsin River Title sponsored the seminar, providing lunch from Pizza Ranch.



Morgan and Colin Mackey then led the group in a challenge that tested their caulking and plumbing assembly skills (above and at left). The winning team (below) walked away with aprons, as well as bragging rights.

Morgan reported that the local Habitat chapter is building its 82nd home this summer.



The Lunch & Learn program will continue at noon June 24 when Capital Newspapers and its online arm Amplified Digital present an informative program designed to help employers connect with potential employees. Please register [here!](#)

If you'd like to sponsor and present a Lunch & Learn seminar, send email to memberrelations@baraboochamber.com.



RIBBON CUTTING: SIGN GYPSIES



The Chamber welcomed Sign Gypsies BooDell on May 6. Carla Phelps delivers yard greetings for every occasion. She covers the Baraboo and Wisconsin Dells area, offering signs for graduations, weddings, grand openings, birthdays and other special events.

FAIRFIELD HILLS

• GOLF COURSE - RANGE •

Wisconsin 9-Hole Course of the Year

**A Beautiful Setting
for Weddings
and Special Events**

Now Booking for 2021 & 2022

**-Weddings & Receptions
-Corporate & Social Events**

For pricing and availability call 356-5524 or ffhillgolf@centurytel.net | www.fairfieldhillsgolfcourse.com

Promoting the Visit Baraboo app

The Chamber wholeheartedly encourages all our members to place links to the Visit Baraboo app on their own websites.

The app is a virtual tour guide that features suggested itineraries and a directory that helps visitors find local businesses.

Using their smartphones, guests can download

the app and get directions to points of interest in the Baraboo Area. Place a button on your website and help tourists find their way around town!

For links to the app and logo files, contact Marketing & Tourism Coordinator Ben Bromley at memberrelations@baraboochamber.com



PLAN YOUR VISIT

- Find local restaurants, hotels, attractions & more
- Plan from your desktop & take it with you on the app
- Get routed directions
- Share your plan with friends

Download the **APP** today and start **planning** your stay

Download on the App Store

Get it on Google play

Don't forget our community brand

Ben also can provide Chamber members with logo files depicting our community's Discover Real Baraboo brand. Please use those on your websites and in your marketing materials, as well.

A unified message will encourage visitors to discover our one-of-a-kind community!

DISCOVER REAL
BARABOO

Small Business Recovery Grants offering \$5K

Wisconsin Tomorrow Small Business Recovery Grants opened for applications May 24.

These grants, which are funded with federal funds from the American Rescue Plan Act, will provide up to \$420 million to as many as 84,000 small businesses around the state.

The program is open to all businesses with revenues between \$10,000 and \$7 million that opened on or before December 31, 2020.

Every eligible business will receive a grant of \$5,000, which can be used for any purpose – such as paying back rent, renovating spaces, hiring staff, etc. The intention is to get small businesses moving again.

As with earlier phases of the We Are All In grants, the Wisconsin Economic Development Corporation is teaming up with the Department of Revenue to announce and publicize the grants, accept and approve ap-

plications, and provide the funds.

Applications for the Wisconsin Tomorrow Small Business grants will be open through 4:30 p.m. on Monday, June 7th.

As with the recent We're All In Phase 2 grants, eligible businesses will apply through DOR's site. Answers to FAQs appear on the DOR [website](#) also.

Learn more at
**SaukCountyArt
Association.org**

SPIRIT LAKE ARTS

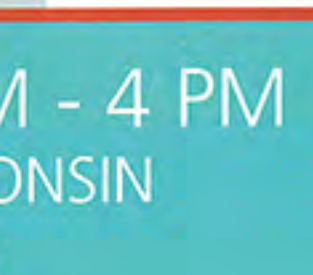
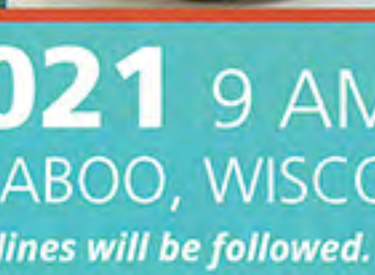
Formerly SAUK COUNTY ART ASSOCIATION presents

Really Need To
Laugh

by Alec Gould

Stories told in a
telling fashion.

LARGE print



JUNE 19, 2021 9 AM - 4 PM

DOWNTOWN BARABOO, WISCONSIN

Safer in Sauk Guidelines will be followed.



Summer FULL OF LIFE

Baraboo Community Blood Drive

St. Pauls Lutheran Church
727 - 8th Street

**Friday, June 25, 2021
11:00 a.m. to 5:00 p.m.**

Appointments preferred; walk-ins welcome!

For an appointment call 1-800-RED CROSS (1-800-733-2767) or visit redcrossblood.org and enter
Sponsor Code: Baraboo

You can save up to 15 minutes when you donate blood by using RapidPass!

Visit redcrossblood.org/RapidPass for more information.

Amazon is thanking donors June 14-30 with a \$5 Gift Card via email.

Come to give and we'll send you a \$10 Visa Gift Card via email, courtesy of Suburban Propane!



**Give a Pint. Get a Pint. Get a coupon for a free pint of Culver's
famous frozen custard!**



Scan to schedule
an appointment.

Share the vibe. Give blood to help save lives.

Download the Blood Donor App | RedCrossBlood.org | Call 1-800-RED CROSS

DOWNTOWN
BARABOO
EST. 1847

WINE WALK
& Shop
SUMMER LUAU

FRIDAY JULY 23RD 2021

6:00 pm - 9:00 pm

Tickets \$40, limit 4 per person

Buy tickets ONLINE ONLY June 23rd at:

www.eventbrite.com

Subject to Availability



SCAN ME

Designated Driver

Ticket \$15, limit 1 per group

Must be 21 to attend

COMMUNITY HEROES TICKET SALE

Monday, June 21st at 9 am, In-person sales

First 250 tickets available only to Community Heroes

(Police, Fire, EMT, Doctors and Nurses) with credentials/

badge, limit 2 per person. Available only at

Bekah Kate's. 117 3rd Street, Downtown Baraboo

For more event details go to
www.downtownbaraboo.com

SPONSORED BY



TAKE YOUR NEXT LEADERSHIP LEAP

<https://saukcountyinstituteofleadership.org>

**APPLICATION DEADLINE:
JULY 1, 2021**

The Sauk County Institute of Leadership (SCIL) is a leadership development program that empowers, engages, and equips participants to make a positive difference in Sauk County. The nine-month program kicks off with an overnight retreat in September and wraps up with a celebration in May. Each interactive SCIL session blends leadership skill development with an examination of emerging community issues.

Don't wait! You won't want to miss this opportunity to fine-tune your leadership skills.

Next?

FEATURE LISTINGS START AT
\$225 ANNUALLY

Join Us!

ON DEVILSLAKEWISCONSIN.COM

CONTACT: SKILLETGREER@ICLOUD.COM

608.381.0428

Support *Compassionate* Care in our Community

6th ANNUAL

a Round with Agrace

July 22, 2021


TRAPPERS TURN GOLF CLUB

Wisconsin Dells

Register Now

Sign up by July 19 at

A BENEFIT FOR

 Agrace.

Join these local Sponsors—opportunities still available!



Log & Gables



dreamhouse
dreamkitchens



Morgan Stanley
THE JMS WEALTH MANAGEMENT GROUP
AT MORGAN STANLEY

