

BARABOO AREA CHAMBER & TOURISM THE ELEPHANTS ARE A HIT!

Darren Hornby
Executive Director

They say necessity is the mother of invention. Unable to hold our traditional Big Top Parade this year because of the ongoing pandemic, our committee had to get creative in devising new events to draw people to our Circus Celebration. I'm delighted to report that all were well received, and one - our "parade of elephants" - has been an absolute hit.

In lieu of the parade, we organized historic Ringling trolley tours, a car show at Slumberland and live entertainment at UW-Baraboo. Despite being new features, all these aspects of the Circus Celebration enjoyed great support July 10-11. But what really captured the public's attention that weekend and beyond were the 15 fiberglass elephants, painted by local artists, that have been placed throughout the Baraboo Area. The Baraboo News Republic and NBC-15



in Madison reported on this public art installation. Hundreds of users downloaded the Visit Baraboo app to access a pre-built, self-guided tour of the elephants. Even today, Ben can hardly take his lunch break on the bench in front of the Visitor Center without having to make way for "selfie" shooters arriving to pose with the Chamber's elephant, Inclusivity.

I'm thrilled to see the public embracing this initiative. I think it bodes well for the auction we're planning for September 15 at Circus World. The elephants will be put up for bid, with proceeds split between the Chamber and the artists. Who wouldn't want to give these beautiful works of art a forever home?

The public's reception of our Circus Celebration also bodes well for upcoming events. We are joining forces with Downtown Baraboo, Inc. to bring back Maxwell Street Days and the Made in Baraboo Market, set for August 13-14. These new events proved popular last summer, and we're happy to help present it again.

Before you know it, it'll be time for our first full-fledged Baraboo Oktoberfest. Scheduled for Satur-

day, September 25 at UW-Baraboo, this event will feature polka bands, pretzels and other traditional Bavarian fare, not to mention local beers. As you may recall, we had planned to roll out the Baraboo Area's first annual Oktoberfest last year, but had to limit its scope due to the pandemic. We're looking forward to welcoming all comers to "Boo U" for a fantastic new ethnic festival!

I'd like to mention another event, one that's just for members and their guests. We're planning to hold our Crab Boil on September 13 at Devil's Lake State Park, on the north shore. We all missed gathering for this traditional end-of-the-summer dinner last year, and are excited to put it back on the calendar!

I think we're all thrilled to see Chamber events return. We couldn't bring a single one of them to you without our Partner Package Sponsors, who support every Chamber event throughout the year. I'd like to thank them, and thank all of you for working with us to promote the Baraboo Area. Beginning this week, watch as we recognize our Partner Package Sponsor of the Week!



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ALSO IN THIS ISSUE



CHAMBER PART OF NEW EVENT/PAGE 9



2021 SCHEDULE
PAGE 4

Circus Celebration!



Outdoor performances, trolley tours, a parade of elephants and a car show brought visitors to the Baraboo Area throughout the weekend of July 10-11.

Performing acts at "Boo U" on Saturday included Forward! Marching Band (above) and the Terhune Trio of aerialists. All weekend long, Shelley Mordini (at right) and her Baraboo Tours staff operated historic Ringling trolley tours, circling hundreds of visitors through our community.

Thanks to gorgeous weather, our car show (below) brought 66 vehicles to Slumberland on Sunday.

After their installation (bottom right), the "parade of elephants" proved to be a sensation, attracting selfie shooters throughout the weekend and beyond.





The Soon to be Famous Lodi Band entertained the crowd at UW-Baraboo on Saturday (above), while the next day found hot rod owners lining up to register for the car show outside Slumberland. Many thanks to the volunteers who helped operate both sites!



Band ranging from the madcap antics of the Forward! Marching Band (below) to the familiar classic rock stylings of Gary and the Gators (bottom right) entertained crowds throughout the day Saturday at UW-Baraboo.



Business After 5 events return!

We are thrilled to announce the return of Business After 5 events!

These monthly socials give our members opportunities to network and check out what other local businesses are doing.

Mark your calendars and click to register:

[September 27 - Ski Hi Fruit Farm](#)

[October 11 - SSM St. Clare Hospital](#)

[November 8 - Aspire Salon Suites](#)

[December 13 - Ho-Chunk Casino](#)



After 5 at ICF canceled

Due to a staff shortage, the International Crane Foundation is unable to hold a Business After 5 event on Monday, August 16. But there is good news for Chamber members interested in seeing the new site. Chamber members can schedule a complimentary VIP tour for themselves and their staffs by emailing Marketing Communications Director Pamela Seelman at pseelman@savingcranes.org. Tours are conducted Monday through Friday, 9 a.m. to 4 p.m.

RIBBON CUTTING: AMERICAN CONTAINER



We are thrilled to welcome American Container and Dumpster LLC. to the Chamber! American Container is a family-owned and -operated dumpster rental company based in Sauk County. It has 20- yard and 30-yard containers available for rent.

Would you like some raffle tickets?

Tickets cost only \$5 each,
or 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.

If you're willing to sell tickets at your business, please call the Chamber at 356-8333 and we'll deliver. Even better, give us a call with your order: How many would you like to buy this year?

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
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ANNUAL RAFFLE

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★ 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, 400 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.

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RIBBON CUTTING: FOX HILL RV PARK & CAMPGROUND



We are thrilled to count [Fox Hill RV Park & Campground](#) among our members. Aaron Eickhorst and his family and staff have made numerous improvements since buying the campground, adding several units and a lake.



**AMBASSADORS CLUB MEETING
JULY 19 • RINGLING BREWING**

Marketing opportunities on baraboo.com!



Contact

Jason Moengen

Internet Marketing Consultant

to learn more:

jason@chamberimc.com

218-851-2435 or
800-825-1785 x351

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for chambers & associations

Powerful visibility on the Chamber website

Consultant to visit Baraboo Area in August

Visitors to baraboo.com already have made an important decision; they are looking for a business right here in our area.

Statistics indicate people searching the Internet are experienced, educated consumers who use the web to help make purchase decisions. Are you reaching this targeted market?

Many members realize the benefit of their membership and the value of targeting the market already driven to the Chamber's online Business Directory. It is about utilizing the web and the Chamber name to promote your business.

We have asked our Internet Marketing Consultant, Jason Moengen, to help you promote your business to these targeted, potential consumers using the Chamber's website. He will visit the Baraboo Area in August.

Upgrade opportunities will be presented, including the ability to display your logo in our online Business Directory, increase visibility to your own web link, and provide enhancements that give a professional first impression. How to gain additional, exclusive exposure to the Chamber website traffic is something that will also be discussed.

Stand out from the crowd

- Enhance your listing - logo, photos/video, priority placement in the

On the Web

Find more online resources [here](#)

online Business Directory, expanded-character business description, with an additional 200-character description right in the Search Results

- Be highlighted in your Business Category - Display a custom banner ad as one of our Limited Business Category Sponsors

- Select premiere visibility on high-traffic pages - Choose to become a Complete Website Sponsor – with free banner ad design and re-design

See **WEBSITE**, next page

CALENDAR OF EVENTS



New member orientation

Thursday, August 5th 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](#)



Board of Directors meeting

Monday, August 16th from noon to 1 p.m.
Visitor Center

Board members, please mark your calendars for the 19th if you haven't already, as President Shawna will lead our August Board of Directors meeting in the Visitor Center's conference room.



Business After 5 CANCELED

International Crane Foundation

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Ambassadors Club meeting

Monday, August 23rd at 5:30 p.m.
Baraboo Burger Company

Join us on the back patio at Baraboo Burger Company 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: Las Milpas/Madison College

Thursday, August 19th noon-1 p.m.
Las Milpas Restaurant

Lucia Nunez, VP of Equity, Inclusion and Community Engagement & Kevin Foley, Manager of the School of Academic Advancement, will talk about collaborative efforts between Madison College and the Latino community to include a new regional ESL Career Pathways Grant. Ana Torres of Las Milpas will host the lunch at Las Milpas Restaurant and will introduce representatives from the Latino Chamber of Commerce. [Register here](#)

Website

Many benefits

Your free Listing on the Chamber's online Business Directory includes:

- Business description
- Hours of operation
- Driving directions

- Personalized keywords
- Free online job postings
- Free online promotions
- Ability to register for events
- Update the Chamber's database without having to call or email

The basic listings require your attention to update your business description, key word/search terms, hours of

operation and driving directions to enhance your searchability.

Coming soon

Watch your email for more details on how to schedule your one-on-one consultation or if you'd like to get on the list to be contacted first, you can email jason@chamberimc.com.

Chamber helps present new event

Riverfest to celebrate river improvements

A new Baraboo event set for Oct. 2 will celebrate two decades of river revival.

Baraboo Riverfest will take place at the Wise Pavilion inside the Maxwell-Potter Conservancy from 9 a.m. to 4 p.m. The event will feature a run on the Baraboo Riverwalk, a canoe regatta in the Baraboo River, demonstrations of fish shocking and water rescue techniques, and performances by local bands. Event organizers also will dedicate a new landing at Wise Pavilion.

Riverfest will commemorate the 20th anniversary of the last dams being removed from the Baraboo River.

The waterway became the longest stretch of restored, free-flowing river in the U.S. Over the past two decades, water quality and fish habitat have improved, and recreational river use and eco-tourism have surged.

"Removal of the dams has resulted in incredible benefits," said Joe Van Berkel, a retired Sauk County conservationist who's heading up the event. "This anniversary is cause for celebration."

A host of stakeholders are banding together to launch Riverfest, led by Friends of the Baraboo River. The Baraboo River Canoe Club will present a regatta, with the Kiwanis Club holding a run-walk on the Riverwalk. The Wisconsin Department of Natural Resources will conduct demonstrations of fish shocking and sturgeon



stocking, while the Sauk County Dive Team will demonstrate water rescues. The Baraboo Parks & Recreation Department will dedicate the new landing.

Food and beverages will be supplied by local nonprofit groups operating booths at the event. Organizations interested in participating should contact the Baraboo Area Chamber of Commerce at (608) 356-8333. Volunteers also are welcome.

For updates visit <https://friendsoftheboo.org/riverfest>

RIBBON CUTTING AND OPEN HOUSE: STEPH SHANKS PHOTOGRAPHY



Steph Shanks Photography has joined the Chamber and opened a studio in North Freedom.

Our Ambassadors welcomed her with a ribbon-cutting ceremony held in conjunction with her open house Thursday.

Steph specializes in family photography and portraits.



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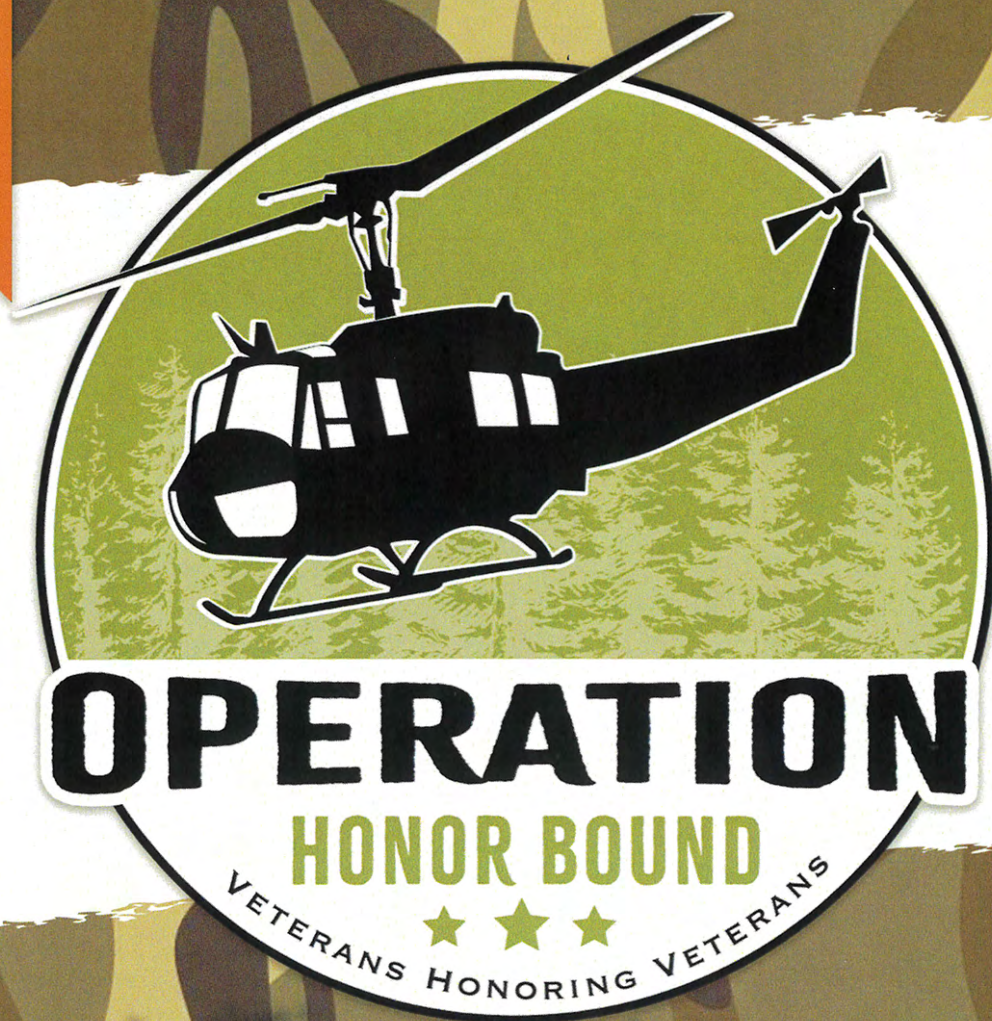
SEPT
05

9AM-
3PM

*Downtown Baraboo
Courthouse Lawn*



Hosted by Baraboo Young Professionals
in collaboration with Baraboo Sunday Market



Come Together For Veterans

**Con Amici Wine Bar
Thursday, August 12th | 5-9pm**

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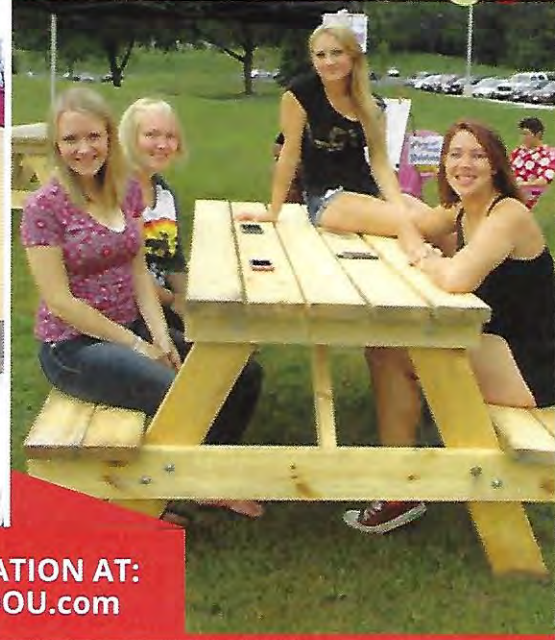


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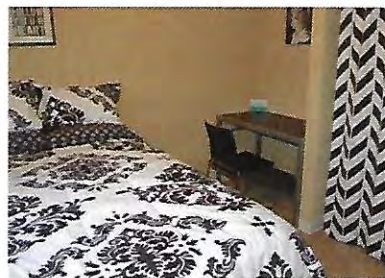
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