

BARABOO AREA CHAMBER & TOURISM



AN EXCITING YEAR IN STORE

George Althoff
Executive Director

Happy New Year! 2022 promises to be an exciting and invigorating year for the Baraboo Area Chamber of Commerce and our 370-plus members. Barring unforeseen circumstances, we are planning a return to normalcy, a year in which we are able to sponsor a lineup of great annual events and programming to benefit our members and the Baraboo community.

It's not a coincidence that the theme of our upcoming annual dinner is "Time to Thrive," an upbeat, forward-looking message that conveys the optimism that is evident among Chamber leadership and many of our members. The past two years were challenging, indeed, but now it's time to focus on the future. We're expecting a full house of nearly 300 people at our annual dinner on Jan. 20 at the Baraboo Arts Banquet & Convention Center. If you missed the invitation, you can



register [here](#). Seating is limited.

Beginning in February, we have a full slate of monthly After 5 events already scheduled, the first of which will be Feb. 7 at Dez Tactical Arms Inc. If you've never attended an After 5, I strongly encourage you to do so. These are great networking opportunities and the host businesses always are very generous with food and drink to make your evening enjoyable. You can find the full list of After 5s and other Chamber events [here](#).

June promises to be a busy month, starting with the Chamber's annual golf outing on Tuesday, June 7, at Baraboo Country Club. 144 golfers will take to the links in pursuit of hole prizes, birdies and bragging rights.

Later in June comes the signature event of the summer – the Baraboo Big Top Parade and Circus Celebration. After a two-year hiatus, the Big Top Parade on June 25 will transform downtown Baraboo into a tourist magnet. The parade will feature dozens of marching bands, floats, exotic animals and, of course, many of the beautifully restored, one-of-a-kind circus wagons from Baraboo's



renowned Circus World. A host of other activities are on the schedule for Friday and Sunday of that weekend. In past years, this event has drawn 25,000 to 30,000 visitors and had an estimated economic impact of \$2 million to \$2.6 million on the local economy. Planning for this big weekend already is underway.

In addition to the aforementioned major events, the Chamber has a host of ongoing events and programming scheduled to benefit members – ribbon-cutting ceremonies, Lunch & Learn seminars and new member orientation sessions, to name a few.

As for the second half of the year ... well, keep reading the Chamber Review. I can't use up all of my good material in one shot, know what I'm saying?



NEW MEMBERS
[Holtz Builders](#)
[Fireside Nutrition](#)
[Riverside Railway](#)
[Queers & Allies](#)

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Powered Up Baraboo ribbon cutting / PAGE 2

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Congrats to new (and returning) board members

We are excited to welcome four new members to the Chamber's Board of Directors, and to welcome back three returning board directors!

Chamber members elected Jordan Dominguez of Ho-Chunk Gaming to the Tourism seat on the board, where she'll replace her colleague Dave Abangan.

Julie Hearley was elected to represent the city of Baraboo's hoteliers, replacing her partner Stuart Koehler.

Stefanie Wagner of the Cross Jenks

Mercer & Maffei law firm was elected to the Professional board seat. She replaces her colleague Nicole Marklein.

Teddie Szydlowski of Community First Bank was elected to the board as an at-large member, as were incumbent directors Shawna Marquardt of Madison College and Tara Zitzner-Moy of Baraboo State Bank. Teddie is replacing Andi Anderson of Wisconsin River Title.

Christian Herrild of Teel Plastics was re-elected to the board's seat rep-

resenting the Manufacturing sector.

During the December board meeting, Raegen Trimmer of Re/Max Grand was elected 2022 president. Christian Herrild was voted vice president. Mary Dressen of Pizza Ranch will continue to serve as secretary, and Tony Jaynes of Wegner CPAs will continue to serve as treasurer.

Welcome to our new board members, and thanks to those whose terms of service ended. We appreciate the time you give the Chamber!

RIBBON CUTTING **POWERED UP BARABOO**



We were energized by a December 16 ribbon-cutting ceremony welcoming [Powered Up Baraboo](#) to the Chamber! This nonprofit helps the community achieve the economic, environmental and health opportunities presented by clean energy through collaborations with citizens, government agencies and businesses.

BUSINESS AFTER 5 **HO-CHUNK GAMING**



Ho-Chunk Gaming hosted a festive Business After 5 event on December 13, featuring food, giveaways, native music and games, and a visit from Santa and Frosty!



2022 Business After 5 schedule

[January - Chamber Annual Dinner](#)

[February 7 - DEZ Tactical Arms](#)

[March 14 - Relish Tray Bistro](#)

[April 11 - Vennebu Hill Wedding Barn & Event Venue](#)

[May 23 - Oak Park Place](#)

[June - Baraboo Motors Group](#)

[July 18 - Baraboo State Bank](#)

[August 8 - UW-Platteville Baraboo/Sauk County](#)

[September 12 - MAX FM/Sauk County Innovation Center](#)

[October 10 - Teel Plastics](#)

[November 14 - WCCU](#)

[December 15 - Ho-Chunk Gaming](#)





On November 30, the Chamber commemorated Giving Tuesday by holding an event featuring member nonprofits. Twenty organizations spent the afternoon visiting with the public - and one another - at Baraboo Arts. The event was sponsored by the Community Foundation of South Central Wisconsin through a generous grant from the Network for Charitable Giving.



Attendees were rewarded with door prizes, not to mention goodies, provided by participating nonprofits. The nonprofits themselves were eligible for a drawing for a \$500 grant from the Ho-Chunk Fund at the Community foundation, drawn at

random. FaithWorks Ministries won the drawing! We were so pleased to see conservation organizations, nonprofits serving children and other groups meeting so many community needs gathered under one roof!



Input needed on economic development survey

City seeks Chamber members' help with plan

The City of Baraboo is working on an economic development plan for the Baraboo community as well as a corridor analysis of South Boulevard. The plan is centered around economic resiliency, serving as both a guide for future growth as well as a framework for responding to economic downturns in the future.

As a Chamber member, your input is

especially valuable to help us form and implement the plan. Visit <https://bit.ly/baraboochambersurvey> to participate in a short (8-10 minute) survey. The survey topics cover economic development, transportation and mobility, and community aspirations and concerns.

Your responses to this brief survey will help the city create a plan that represents the best of Baraboo: Inclusive, actionable, and resilient. Thank you for participating!



CALENDAR OF EVENTS



New member orientation

*Thursday, January 6th from noon to 1 p.m.
Visitor Center conference room*

Learn about the many benefits of Chamber membership from George 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](#)



Ambassadors Club holiday party

*Monday, January 10th at 5:30 p.m.
Ringling House Bed & Breakfast*

Join us at Ringling House B&B for a holiday party featuring food, drink and a white elephant gift exchange. This also will serve as the December/January business meeting of the Ambassadors, so we'll discuss prospective members and upcoming Chamber events.



Board of Directors meeting

*Monday, January 17th from noon to 1 p.m.
Visitor Center*

Board members, please mark your calendars for the 17th if you haven't already, as President Raegen will lead our January Board of Directors meeting in person in the Visitor Center's conference room.



Annual Dinner and Celebration

*6-10 p.m. Thursday, January 20
Baraboo Arts Banquet & Convention Center*

Please join the Baraboo Area Chamber of Commerce for our Annual Dinner & Celebration. Mingle with fellow Chamber members, enjoy delicious food, honor award recipients, review 2021 and see what we have in store for 2022. [REGISTER HERE](#)



Business After 5 at DEZ Tactical Arms

*5-7 p.m. Monday, February 7th
DEZ Tactical Arms*

Network with fellow Chamber members over snacks and drinks, and enjoy a tour of DEZ Tactical Arms from the Zawistowskis! [REGISTER HERE](#)

DECEMBER HIGHLIGHTS



**POWERED UP BARABOO MEETING FEATURING
REP. DAVE CONSIDINE DECEMBER 1**



**DBI MEETING AT THE VAN ORDEN MANSION
DECEMBER 10 • BILL JOHNSEN PHOTO**



**CARNEGIE-SCHADDE MEMORIAL PUBLIC LIBRARY
"NOON YEAR'S EVE" AT BARABOO CIVIC CENTER
DECEMBER 30**



**BARABOO YOUNG PROFESSIONALS NIGHT MARKET
DECEMBER 17**



Thanks to Jeff Hoebe at Camp Gray for giving Executive Director George Althoff a tour of the facility December 13. Each summer, Camp Gray hosts 10 week-long camping sessions for hundreds of young people. They also host numerous retreats throughout the school year for middle and high school students. You don't have to be there long to feel the peace and inspiration of, as Camp Gray calls it, "225 acres of God's beauty."

Distillery donates to cancer research

Donations from Driftless Glen Distillery's Pink Bourbon Campaign this October totaled \$14,562.

Driftless Glen Distillery in Baraboo released a limited-edition pink-label bourbon in October of 2021 for Breast Cancer Awareness Month. This was a joint effort to help raise awareness and funds for a cause near and dear to many hearts. \$3 from each pink bottle of bourbon sold went directly to local cancer research. Each distributor selected a local cancer center to receive the funds.

Proceeds from the bottles sold at the distillery in Baraboo went to the University of Wisconsin Carbone Cancer Center (specifically the Breast Cancer Research Greatest Need Fund), while proceeds from bottles sold elsewhere around Wisconsin went to the distributors' choice of foundations.

A complete list of the cancer centers



where the funds went and more information is available on their [website](#).

The inaugural year of Driftless Glen's #GoPinkWithDG campaign was a successful starting point and they look forward to making it an annual event. Look for pink bottles again next year, in October of 2022, with new labels that have an even larger pop of pink.

Driftless Glen sends their heartfelt thanks to those who participated in this year's pink bourbon campaign. They are proud to make these great donations to local cancer research.

Driftless Glen Distillery is an award-winning craft distillery located at the edge of the Driftless Area. In addition to bourbon and rye whiskey, they have a full range of products that include brandy, vodka, and gin. Most recently rated by Whisky Advocate with a "90" for their Bourbon Whiskey, the company has been named "Wisconsin Distillery of the Year" by New York International Spirits Competition and shared as a "Top Ten US Spirits Brand You Must Try" by London Spirits Competition. Share their dream and "Taste the American Spirit."

Any questions or comments can be directed to info@driftlessglen.com



A Beautiful Setting For Weddings & Special Events

NOW BOOKING FOR 2022 & 2023

S3308 Fox Hill Rd, Baraboo, WI 53913 | (608) 356-5524 | ffhillgolf@centurytel.net

3rd Annual FFA Alumni Raffle

Drawing: Saturday, February 19th, 2022 at 10am

Baraboo High School • Baraboo WI, 53913

ffaalumniofbaraboo@gmail.com

- Two 1/4 Beef Valued at \$700 each- Donated by Turner Brothers Farms, LLC
- Two 1/2 Hog Valued at \$525 each- Processing Donated by Lodi Sausage Co & Meat Market
- 1/2 Lamb Valued at \$200- Donated by Norm Brickl
- One Leaf Blower Valued at \$190 donated by Baraboo Power
- One Hedge Trimmer Valued at \$200 donated by Scenic Bluff
- \$100 Baraboo Meat Market Gift Card donated by friends of the Alumni
- \$100 Lodi Sausage Co & Meat Market Gift Card donated by friends of the Alumni

Do not need to be present to win

**Ticket Cost: \$5 each
or \$20 for 5 tickets**

Tickets Available at:

Scenic Bluffs Equipment

3rd Street Nutrition



BARABOO FFA
ALUMNI AND SUPPORTERS



3rd Annual 8-PIN TAP TOURNAMENT

(Hit 8, 9, or 10 pins and it counts as a strike)

Three games and shoe rental included

Saturday: January 29th, 2022

Registration starts at 6:00 pm

Bowling starts at 7:00 pm

\$20.00 per person

All ages welcome-1st, 2nd, & 3rd Place payouts per gender

Proceeds going to the **Baraboo FFA Alumni and Supporters**

-Raffle

-50/50 money raffle

-Selling Alumni Raffle tickets (drawing for this raffle only will be on 2/19/22)

-Food/hygiene drive for the Baraboo High School Pantry

To reserve a lane prior (not required), email:

ffaalumniofbaraboo@gmail.com

Tournament at Thunderbird Lanes in Baraboo

1117 8th St, Baraboo, WI 53913