

BARABOO AREA CHAMBER & TOURISM

UPDATE FROM THAT OTHER GUY WHO ISN'T DARREN

By Ben Bromley

Marketing & Tourism Coordinator

Everything has been different this month without our fearless (former) leader Darren Hornby. No one is walking around the Visitor Center wearing lederhosen or a "cash suit" or a crab costume. But activity has been plentiful. And we know help is on the way.

We hope everyone enjoyed the Trunks & Trucks event Sept. 27. This new, end-of-the-summer celebration provided one last glimpse at all 15 artistically enhanced elephants before they went to their forever homes. And it gave us yet another reason to visit Ski Hi Fruit Farm - as if we needed one - during its peak season.

I'm happy to report that most of the winning bidders in the elephant auction are local, so these pretty pachyderms will remain among us for years to come. Many will be on display for the public at locations such as Baraboo State Bank, Tin Roof

Dairy and Circus World.

Many have asked whether we'll organize another art installation next year. Given the popularity of this summer's "parade of elephants," you can look for the Chamber to introduce a similar campaign 2022 in conjunction with the Big Top Parade, scheduled for June 25.

Darren has remained an integral part of the Chamber team, helping out on a part-time basis around his "day job," as Development Director for Boys & Girls Clubs of West Central Wisconsin; and his early morning job, baking pies at Ski Hi. (I suspect he has perfected self-cloning technology but selfishly is telling no one.) For example, he organized last week's trolley tour, which sent 15 Chamber Ambassadors and staff to several member businesses for visits.

Some tasks have fallen to me, such as running the September meeting of the Ambassadors Club. After conducting our monthly business at Las Milpas, we welcomed the finalists for



the Chamber's Executive Director position. This informal "meet and greet" allowed the Ambassadors to learn about the finalists, and vice versa. All three finalists went

through interviews last week at the Visitor Center, and our Board President Shawna Marquardt asked that I tease you all by saying there will be news soon! (I know, I know, no one likes a tease.)

Rest assured, our Board of Directors continues to provide capable leadership, as does Darren in a part-time role. Meanwhile, Michelle and Kristi Feld and I are keeping the office running.

October will be a busy month. Look for us at Baraboo Riverfest and Fair on the Square and at Ski Hi, where we'll be selling tickets to the Chamber's Annual Raffle. Let me know if you need any.



Freedom in Christ Assembly
Baraboo FFA alumni
George & Cathy Althoff
Arby's
Gateway Power Sports



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NIGHT
MARKET**
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Downtown Baraboo events return

Fair on the Square

Fall Fair on the Square will return Saturday, October 9 from 9 a.m. to 4 p.m.

Come to Downtown Baraboo for a Saturday full of fun! It will feature 150-plus artists and crafters as well as live music, a farmers market, and kid activities.

Food vendors will be back with traditional favorites, and new vendors with fresh flavors!

Winter Wine Walk

Winter Wine Walk tickets will go on sale on Tuesday, October 19. More information to come.

Christmas Light Parade

Parade floats, band and other entries are invited to sign up for Downtown Baraboo's Christmas Light Parade. Use this [link](#) to sign up.

The Christmas Light Parade will start at 6 p.m. on Saturday, November 20. Have questions? Send email to downtownbaraboo@gmail.com

Volunteers sought for Fall Fair on the Square

Looking for a volunteer opportunity? Downtown Baraboo Inc. is looking for help during Fall Fair on the Square!

Please use the following [link](#) to sign up. If you have any questions about volunteering, send email downtown-baraboo@gmail.com



RIBBON CUTTING: BARABOO LIONS CLUB DISC GOLF COURSE



On Sept. 23 the Baraboo Lions Club rededicated the Baraboo Lions Mark Reitz Memorial Disc Golf Course, unveiling a new sign during a Chamber ribbon-cutting ceremony attended by a host of Lions.



The course was established at what is now the University of Wisconsin-Platteville Baraboo/Sauk County back in 1996. The next year, Mark joined the club and served as disc golf chairman for 17 years until his untimely death. During the ribbon-cutting, Lion Mim Olsen read a history of the course before Sharyl Reitz, Mark's widow, cut the ribbon and thanked the group.

LUNCH & LEARN AT UW-BARABOO



The University of Wisconsin-Platteville Baraboo/Sauk County hosted an informative Lunch & Learn event on campus Sept. 23. Assistant Provost Michael Compton (top right) provided an update on campus programming. Craig Beytien (top left), executive director of campus relations, discussed how the university seeks to establish partnerships with local businesses. The event featured lunch catered by campus food service and tours featuring the spectacular panoramic view at "Boo U."

Applications now open for Main Street Bounce Back Grants

The Main Street Bounceback Grants program provides \$10,000 to new or existing businesses and nonprofit organizations moving into vacant properties in Wisconsin's downtowns and commercial corridors.

The program is open to new or existing businesses opening a new

location or expanding operations in a vacant commercial space as of January 1, 2021. Grant funds are available as part of the American Recovery Plan Act and will be distributed by the Wisconsin Economic Development Corporation regional partners. Businesses must apply through the partner

organization for the region in which they are located, such as the Baraboo Area Chamber of commerce.

Applications are open through June 30, 2022.

Additional information about the Main Street Bounce Back Grants is available [here](#).

CALENDAR OF EVENTS



New member orientation

*Thursday, October 7th from noon to 1 p.m.
Visitor Center conference room*

Learn about the many benefits of Chamber membership from Ben 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, October 18th from noon to 1 p.m.
Visitor Center*

Board members, please mark your calendars for the 18th if you haven't already, as President Shawna will lead our September Board of Directors meeting IN PERSON in the Visitor Center's conference room.



Ambassadors Club meeting

*Monday, October 18th at 5:30 p.m.
Ski Hi Fruit Farm*

Join us at Ski Hi 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!



Business After 5 at Aspire Salon Suites

*Monday, November 8th, 5-7 p.m.
Aspire Salon Suites, 507 Hitchcock St.*

Check out the many offerings of the beauty and health professionals at Aspire Salon Suites! Aspire Salon Suites is a community of independent salons, personal care, wellness, and business suites within one upscale 4,700-square-foot facility. It offers 13 suites providing unique, advanced services. Check it out and chat with fellow Chamber members! [REGISTER HERE](#)

Mark your calendar for Saturday, June 25

Arrrrgggghhhhh ye ready for a weekend full of circus fun? After two summers without a Big Top Parade, we certainly hope you are!

Please mark your calendars for the 2022 Big Top Parade & Circus Celebration. The parade is scheduled for Saturday, June 25th at 11 a.m.

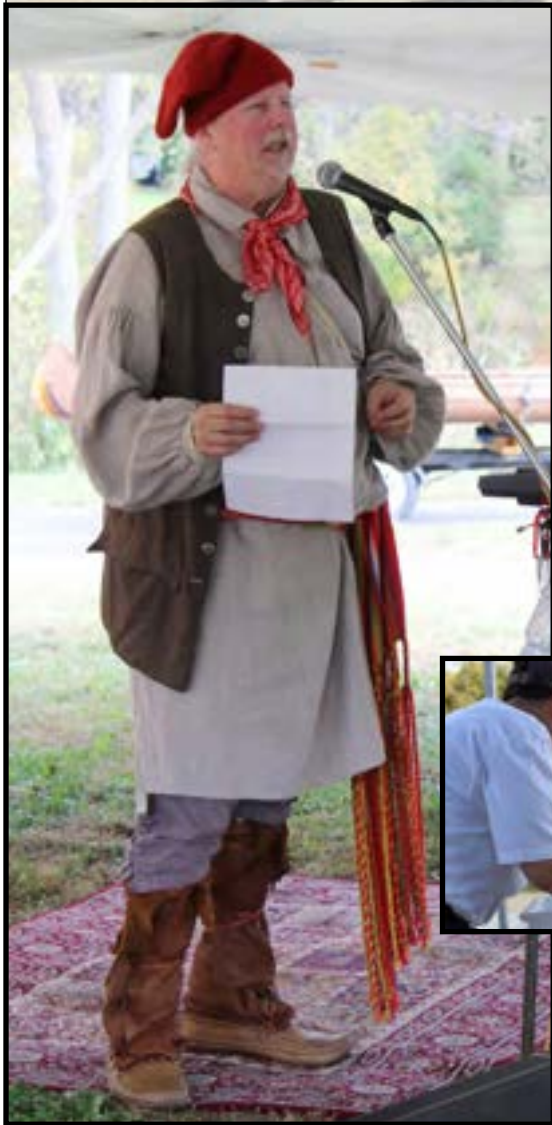
The parade will serve as the centerpiece for a weekend full of events. The 2022 events will piggyback on Circus World's pirate theme, hence our mascot elephant's eye patch and headwear.

Avast, mateys! Watch for updates at bigtopparade.com.





BARABOO RIVERFEST



The Chamber helped the Friends of the Baraboo River organize Baraboo Riverfest, an event that celebrated the 20th anniversary of dams being removed from the waterway. Demonstrations, informational booths, live music and a ribbon-cutting ceremony were highlights of this October 2 event, held at the Maxwell-Potter Conservancy.

Trolley Time

On Sept. 30 members of our Ambassadors Club took a trolley tour, spending an afternoon visiting several members. It was great to pop in at Willowood Inn, Tumbled Rock Brewery and Kitchen, New Life Lavender, the Square Tavern, ETC by BLH and Driftless Glen Distillery.



Ambassadors go on tour



BARABOO YOUNG PROFESSIONALS NIGHT MARKET



The Baraboo Young Professionals hosted a Night Market downtown on September 17, drawing scores of people to enjoy live music, vendor sales and food trucks.

Mark your calendar for BYP's holiday Night Market, set for Friday, December 17!



Business After 5 events are back

Business After 5 events are returning this fall!

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

The Business After 5 event planned for October 11 at St. Clare Hospital has been canceled.

Mark your calendars and click to register:

[November 8 - Aspire Salon Suites](#)

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



SEPTEMBER HIGHLIGHTS



ATTRIDGE PARK SPLASH PAD DONATION
SEPTEMBER 15



DOWNTOWN BARABOO INC. MEETING
SEPTEMBER 17



HILL'S WIRING 105th ANNIVERSARY CELEBRATION
SEPTEMBER 22



AMBASSADORS MEETING AT LAS MILPAS
SEPTEMBER 27



DARREN'S FAREWELL OFFICE PARTY
SEPTEMBER 28

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MAX FM



ReMax Grand



Prevail Bank



Supreme Awards



Dental Associates



International Crane Foundation

2021 PARTNER PACKAGE SPONSORS



The Grainery



Terrytown Plumbing

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.



Special bourbon battles breast cancer



Driftless Glen Distillery in Baraboo is releasing a limited-edition pink-label bourbon in October for Breast Cancer Awareness Month.

Join the distillery in raising awareness and funds for a cause that is near and dear to many hearts: \$3 from each pink bottle of bourbon is going directly to local cancer research.

These pink-label bottles of Small Batch Bourbon will be available Oct. 1 at Driftless Glen, 300 Water St. You

can also find these limited bottles in stores across Wisconsin and in multiple other states, including Illinois, Maryland, New Jersey, Massachusetts, Kentucky, and Florida.

Each distributor of the pink-label bottle has selected a local cancer research center in their area where the proceeds will be donated. A complete list of the cancer centers where the funds are going is available on their [website](#).

INTERNATIONAL CRANE FOUNDATION

GRAND OPENING



The International Crane Foundation welcomed the community to its newly expanded headquarters September 18, offering tours and an open house that attracted scores of bird lovers and conservationists. One might say they flocked to the event!





BARABOO CHILDREN'S MUSEUM

TRICK OR TROT



- 1 MILE FUN RUN
- \$10 ENTRY FEE
- T-SHIRT
- GOODIE BAG

OCTOBER 30TH

10 AM START

COSTUMES OPTIONAL





IT'S PEEL SEASON BOOK ONLINE



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Celebrate

Gateway



GRAND OPENING



**FRIDAY OCTOBER 8TH
6PM TO 10PM**

S2502 Hwy BD Baraboo
Across from Bronco Billys

LIVE MUSIC FROM
NASHVILLE



HOT BBQ FROM
CIRCUS CITY BBQ.



DOWNTOWN **BARABOO** *Fair* on the **SQUARE**

Saturday, October 9, 2021

9 a.m. - 4 p.m.



*Live Music
& Kid Activities*

*180+
Artists
& Crafters*

*Shopping
& Dining*

downtownbaraboo.com

We Can Do Something About This: Understanding Adverse Childhood Experiences

Presented by Rebecca Mather

WHEN: Thursday, October 28, 2021

11:30 am–3:00 pm

WHERE: Ho-Chunk Gaming
Wisconsin Dells–Upper Ballroom

COST: \$15 for lunch (please pay by check in advance or by credit card through link below).

Register here:

www.hopehousescw.org/aces

What *are* Adverse Childhood Experiences (ACEs) and why are they important? Learn about the research that identified ACEs and their long-term impacts. Discover how understanding ACEs can serve as a catalyst to help families and communities protect current and future generations of children from these potentially harmful experiences. Learn ways to prevent or lessen the impact of ACEs on the well-being and health of children both now and as adults.

Rebecca (Becky) Mather serves as the Prevention Education Specialist for the Wisconsin Child Abuse and Neglect Prevention Board. Becky is responsible for overseeing the Prevention Board's professional development activities, identifying new programmatic initiatives and for dissemination of Protective Factors efforts throughout the state.



HOPEHOUSE
of South Central Wisconsin

The day will begin with a light lunch of a turkey sub sandwich with a cup of soup and beverage followed by the program.

HO-CHUNK GAMING
WISCONSIN DELLS

Ho-Chunk Gaming is a smoke-free facility and masks are mandatory. Tables will be spaced out and a sanitizer station is in-room. • A special hotel room rate is being offered to participants who wish to stay over. • All participants will also receive \$25 in Free Play.

This training is presented by Hope House and open to all.

QUESTIONS?

Contact Deb at
608.356.9123 ext. 120 or
debb@hopehousescw.org

CELEBRATE INDIGENOUS PEOPLE'S DAY 2021

WEDNESDAY, OCTOBER 6TH

11:30 am Reedsburg Campus
300 Alexander Ave.

2:30 pm Portage Campus
330 W. Collins St.

THURSDAY, OCTOBER 7TH

1:30 pm Fort Atkinson Campus
827 Banker Rd.

3:30 pm Watertown Campus
1300 W. Main St.

MONDAY, OCTOBER 11TH

9:30 am Commercial Avenue Campus
2125 Commercial Ave.

11:30 am Truax Campus
1701 Wright St.



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Full Details Coming Soon! [RSVP Here](#)