

# BARABOO AREA CHAMBER & TOURISM

## A FOND FAREWELL FROM THE EXECUTIVE DIRECTOR

Greetings, members,

It is with sadness and excitement for the future that I am writing to you all for the last time.

I have so enjoyed working closing with so many of you over the course of the past two and a half years. You have taught me so much about this community I love.

As I close this chapter in my career and move on to the next, I am excited to continue working with you in my new role. I will be taking over as the Resource Development and Marketing Director for the Boys & Girls Club of West-Central Wisconsin. I will be based out of Baraboo and will work with our club communities in Tomah, Reedsburg and Baraboo. I have served the Boys & Girls Club for the past nine years on their board of directors and through volunteering, and I am happy to be beginning a career there.

When you look back at the past several years, we have achieved so much together. We have grown



our annual sponsors from 11 to 26; hosted several record-breaking golf outings; held a Big Top Parade and Circus Celebration featuring our painted pachyderms to draw focus to our vibrant arts community; grossed Chamber Bucks sales of a half million dollars; launched a community-wide brand, a new website, and new wayfinding signs; and created an Equity and Inclusion committee to change how the Chamber engages and represents the community it serves. We have networked, educated and collaborated. Most importantly,

we have seen each other through a global pandemic that continues to make us stronger together.

It is easy to maintain a focus on our mission when we are supported by great members such as yourselves. As we plan ahead to 2022 and the events that we all look forward to, rest assured that the reins are in good hands with Shawna Marquardt as president and the leadership of your board of directors.

The members and staff are what I'll miss most. I owe a great deal to those I have worked with: Pat and Sandy, and currently Ben, Marlie, Kristi and Michele. I will miss this team.

I am ever indebted to you all for the wonderful opportunities you have afforded me. I wish my successor continued success and you all the best in your businesses.

I look forward to staying involved as a Chamber Ambassador and seeing you all very soon.

Regards,  
Darren Hornby

### NEW MEMBER



Freedom in Christ Assembly

LUNCH &  
LEARN/  
PAGES  
8-9

### ALSO IN THIS ISSUE



### INDEX

Executive search .....	2
Maxwell Street Day....	3
Calendar of Events ....	4
Ribbon Cuttings.....	5-6
August Highlights.....	7
Lunch & Learn.....	8-9

# Search is under way for our next executive director

The Baraboo Area Chamber of Commerce is looking for its next Executive Director.

As the chief paid executive officer of the Baraboo Area Chamber of Commerce, the Executive Director is responsible for daily operation of the Chamber office and staff, furnishing leadership within the Chamber and the community in order to help create a favorable business and living environment and to help develop and guide an active program aimed to improving business-civic conditions. The Executive Director is responsible to the Board of Directors and reports directly to the President.

## **BARABOO** **AREA CHAMBER & TOURISM**

The Executive Director's specific responsibilities include:

- Leading the Board of Directors and Chamber members;
- Maintaining collaboration and communication with area municipalities;
- Supporting positive member relations and encouraging membership;
- Promoting the Baraboo Area;
- Overseeing the planning and execution of major community events;
- Representing the Chamber at local, regional and state levels;
- Managing the staff;
- Monitoring, evaluating and carrying out the Chamber's strategic plan;
- Developing and monitoring the Chamber's annual budget;
- Developing and increasing funding through sponsorship and grant writing.

Interested candidates should submit a cover letter, resume, references, and any additional communications they wish the hiring committee to consider via email to [hiring@baraboochamber.com](mailto:hiring@baraboochamber.com). The deadline for consideration is Thursday, September 9, 2021.

# Oktoberfest event canceled due to health concerns

## Pub crawl will be held in lieu of festival

The Baraboo Area Chamber of Commerce regrets to inform you that we will be canceling Oktoberfest on September 25th.

We are mindful of where we are in this pandemic and the current rise in numbers. In the best interest of the safety of those that live in this community, we understand that it is prudent to cancel this year and plan for 2022.

We have been in contact with Sauk County Health Department and UW-Platteville Baraboo/Sauk County campus and feel that safety measures



cannot be put into place for this type of event to be a success. The purpose of this event is to drive tourism to the community, and an event that will bring thousands into our community is not advised by the Sauk County Health Department.

## Auxiliary cancels dinner

Due to the rise in COVID numbers the SSM St. Clare Hospital Auxiliary has canceled its Oktoberfest Dinner. The Auxiliary felt it had to cancel the September 23rd event in the interest of health and safety.

In place of the Oktoberfest event, we will promote an Oktoberfest Crawl on that Saturday and Sunday to support our local businesses and get locals out to enjoy this Oktoberfest weekend.

We will continue moving forward with safety in mind for our smaller events in 2021 and are looking forward to a return of the Parade and launch of Oktoberfest in 2022.





# SHOP TO THE MAX

Maxwell Street Days,  
Made in Baraboo Market  
and farmers market  
bring shoppers to  
downtown Baraboo



Maxwell Street Days lured shoppers to downtown Baraboo on August 13 and 14, with sidewalk sales and live music proving to be great attractions. The Made in Baraboo Market returned on August 14, combining with the farmers market to create a festive atmosphere around the square.





# New event Trunks and Trucks is 3 in 1

Take part in three great events rolled into one: elephant auction, Business After 5 and member appreciation event. Come to Trunks and Trucks, presented by the Chamber at Ski-Hi on Monday, September 20th from 5:30-7:30 p.m.

This is a member appreciation event featuring great food trucks, a viewing of our artful elephants all in one place, and a closeout of our online auction for the elephants. Members must register to attend. Each attendee will be treated to a food truck ticket for a de-

licious treat, our way of saying thanks for a great 2021. Please support the food trucks by purchasing additional items. We are happy to host this event in lieu of the Crab Boil, which is not possible this year due to supply issues.

[Register here](#)

## CALENDAR OF EVENTS



### New member orientation

*Thursday, September 2nd 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, September 20th from noon to 1 p.m.  
Visitor Center*

Board members, please mark your calendars for the 20th 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.



### Trunks and Trucks

*5:30-7:30 p.m. Monday, September 20th  
Ski-Hi Fruit Farm, E11219 Ski Hi Road*

Take part in three great events rolled into one: elephant auction, Business After 5 and member appreciation event. Come to Trunks and Trucks, presented by the Chamber at Ski-Hi on Monday, September 20th from 5:30-7:30 p.m. This is a member appreciation event featuring great food trucks, a viewing of our artful elephants all in one place, and a closeout of our online auction for the elephants. Members must register to attend. Each attendee will be treated to a food truck ticket for a delicious treat, our way of saying thanks for a great 2021. Please support the food trucks by purchasing additional items. We are happy to host this event in lieu of the Crab Boil, which is not possible this year due to supply issues. [Register here](#)



### Lunch & Learn: UW-Baraboo

*Thursday, September 23rd noon-1 p.m.  
University of Wisconsin-Platteville Baraboo/Sauk County*

During this special Lunch & Learn seminar to be held on campus in the Jenny Eddy Lecture Hall, Room A001, UW-Platteville Baraboo Sauk County leadership will discuss the factors shaping the future of higher education and how UW-P is stepping up to provide new pathways, degrees and opportunities right here in Sauk County. Plan to enjoy a catered lunch and campus tour either before or immediately following lunch. Tours will start at 11:30 a.m. and at 1:15 p.m. [Register here](#)



### Ambassadors Club meeting

*Monday, September 27th at 5:30 p.m.  
Las Milpas Restaurant*

Join us at Las Milpas 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!



# RIBBON CUTTING: WILD WISCO WATERS



**Wild Wisco Waters Canoe & Kayak Outfitters** has joined the Chamber! Rick and Elizabeth offer canoe and kayak trips and rentals on the Wisconsin River. These include half-day, full-day and overnight paddle trips.

## FAIRFIELD HILLS

• GOLF COURSE - RANGE •

*Wisconsin 9-Hole Course of the Year*

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

*Now Booking for 2020 & 2021*

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



For pricing and availability call 356-5524 or [ffhillgolf@centurytel.net](mailto:ffhillgolf@centurytel.net) | [www.fairfieldhillsgolfcourse.com](http://www.fairfieldhillsgolfcourse.com)



# Business After 5 events return!

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:

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

[November 8 - Aspire Salon Suites](#)

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



## **RIBBON CUTTING: XEL MED SPA**

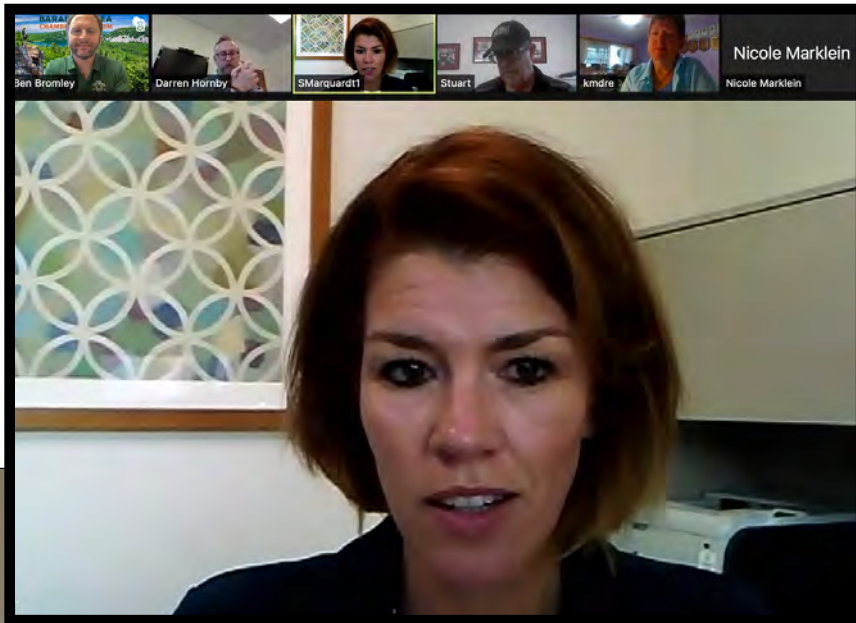


On August 5 we happily welcomed [Xel Med Spa](#) to the Chamber! XEL is a full non-surgical medical spa located in West Baraboo. Ellen and Lexi offer a variety of skin care services such as injectables and medical-grade facials.



# AUGUST HIGHLIGHTS

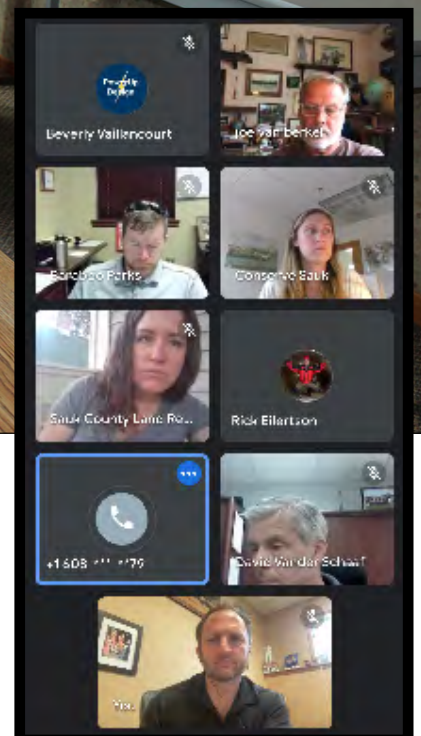
## VIRTUAL BOARD MEETING AUGUST 16



## NEW MEMBER ORIENTATION AUGUST 5



## AMBASSADORS CLUB MEETING AUGUST 23



## RIVERFEST PLANNING MEETING AUGUST 5





# LUNCH & LEARN

Las Milpas Restaurant and Store and Madison College joined forces for an August 19 Lunch & Learn seminar that featured addresses from campus staff and the Latino Chamber of Commerce.

At left, Madison College President Jack Daniels speaks to the group of 60 registrants. At right, Latino Chamber CEO Jessica Cavazos congratulates Ana Torres.



Ben Bromley photos



Above, Lucia Nunez, Vice President of Equity, Inclusion and Community Engagement at Madison College, speaks about her Cuban heritage. At left, Kevin Foley, Administrative Manager in the School of Academic Advancement, outlines the college's programs. Above right, Chamber President Shawna Marquardt addresses the crowd. At right, Chamber Executive Director Darren Hornby chats with Maday Delgado.







Above, Latino Chamber of Commerce CEO Jessica Cavazos speaks about how the pandemic has affected small businesses.

At right, Baraboo Area Chamber Executive Director Darren Hornby welcomes the group to the best-attended Lunch & Learn seminar in recent memory.



Above left, Tina Ahedo, Associate Vice President of the Goodman South Campus and School of Academic Advancement, greets the crowd. Above, Las Milpas owner Ana Torres and Baraboo Area Chamber of Commerce Board President Shawna Marquardt deliver introductory speeches. Below, Father David Mowers starts the food line in Las Milpas' banquet room.





# 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.



## 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

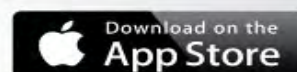
the app and get directions to points of interest in the Baraboo Area. Place a button on your website and help tourists find their way around town!

For links to the app and logo files, contact Marketing & Tourism Coordinator Ben Bromley at [memberrelations@baraboochamber.com](mailto:memberrelations@baraboochamber.com)



<b>PLAN YOUR VISIT</b>	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







# REGISTRATION FORM

## Scarecrows on Parade



### PARADE RULES

- \* Families, individuals, and businesses may participate.
- \* Create your scarecrow on your own.
- \* Scarecrows can be displayed on library property, in your yard, or in front of your business.
- \* Register your scarecrow at the library between August 23 and September 17 and receive an official display card.
- \* Securely attach your official display card to your creation.
- \* Your scarecrow must be on display by September 19 to qualify for the contest.
- \* Your scarecrow can be any size.
- \* Your scarecrow must be able to stand or sit on its own, tied to a chair, a pole, or a stake
- \* Store-bought masks are not allowed.
- \* Content on all scarecrows should be suitable for viewing by all ages.
- \* Any scarecrows displayed on library property cannot have political or religious statements or business advertising.
- \* Prizes will be awarded in five categories: Silliest, Most Creative, Best Book Character, People's Choice, and Best Business.

**RETURN THIS REGISTRATION FORM TO THE LIBRARY BY FRIDAY, SEPTEMBER 17 AT 6 pm**

Name(s) \_\_\_\_\_

Contact person \_\_\_\_\_ Email \_\_\_\_\_

Where will your scarecrow be displayed? (complete address) \_\_\_\_\_

☐ Yes, put my location on the parade route map



☐ Please mail the official display card to the place of business.

☐ We will pick up the official display card in-person at the library.





GIVEAWAYS,  
KIDS' GAMES  
& SAMPLES

MUSIC:  
GAYLNE  
GOODWILL  
11AM-1PM

LIVE DEMOS  
9-11AM &  
1-3PM

SHOWCASING OUR COMMUNITY'S

# FRESH FOOD FEST 2021

FINEST FARMERS & PRODUCERS

SUN  
DAY

SEPT  
05

9AM-  
3PM

*Downtown Baraboo  
Courthouse Lawn*



Hosted by Baraboo Young Professionals  
*in collaboration with Baraboo Sunday Market*



# WE ARE *OPEN!*



Welcome to *your local campus*



## ENROLL *TODAY*

*Choose from*

- In-person
- Online
- Hybrid
- Accelerated and more class options!

**Learn more**

[madisoncollege.edu/reedsburg-campus](https://madisoncollege.edu/reedsburg-campus)  
300 Alexander Ave. | Reedsburg, WI 53959  
608.524.7800



**MADISON**  
AREA | TECHNICAL  
**COLLEGE**  
REEDSBURG





## Pizza for a purpose



### Support Team Mighty Oaks

It's our final lap, for our Alzheimer's Dementia Alliance of WI, Walk for hope,

Sat. Sept. 25<sup>th</sup> 10am- Mary Roundtree Park, Baraboo

**\$10/each -Romano's Smokehouse Pizzas**

- ☐ Cheese
- ☐ Pizza fries (cheese and garlic)
- ☐ Sausage
- ☐ Spicy Italian (Sausage)
- ☐ Sausage & Mushroom
- ☐ Sausage & Pepperoni
- ☐ Deluxe (Sausage, mushroom, onion, green pepper)
- ☐ Combo (Pepperoni, sausage, mushroom, onion)
- ☐ Pepperoni
- ☐ Jalapeno Combo (Pepperoni, sausage, mushroom, onion, Jalapeno)
- ☐ Bacon cheeseburger
- ☐ 4 Meat (Italian sausage, beef sausage, pepperoni, Canadian bacon)
- ☐ Tuscan Chicken (Alfredo sauce)

☐ **Total**      **Checks payable to: Oak Park Place**      **Payment at time of order appreciated**  
608-355-4111 or [sdavenport@oakparkplace.com](mailto:sdavenport@oakparkplace.com) to order

**Orders due: Tues. Sept. 7<sup>th</sup>; Pick up: Mon. Sept. 13<sup>th</sup> (frozen) 1pm-3pm (or call for alternative time)**

**Name:** \_\_\_\_\_ **Phone #:** \_\_\_\_\_