

BARABOO AREA CHAMBER & TOURISM



AND NOW, A WORD FOR OUR (PARTNER PACKAGE) SPONSORS

Darren Hornby
Executive Director

Sponsors are critical to the Chamber's success. While the past year has brought many financial challenges, one positive development has been the growth of our Partner Package sponsorship program.

In 2020, the Chamber was fortunate to see 20 members step up to serve as Partner Package sponsors. This year, that number jumped to 27!

The Partner Package program was developed a few years ago. The idea was to give members an opportunity to support all Chamber events throughout the year through a single contribution. For the Chamber's staff and volunteer solicitors, that means making one request of those members during the year, rather than several. For members, it means receiving only one sponsorship solicitation from the Chamber.

What's great about the program is that it ensures all the Chamber's events have sponsor support from

the very start. Our Golf Classic, Cash Raffle, Circus Celebration, Oktoberfest and Annual Dinner begin in the black. Then additional generous sponsors jump on board to support individual events. For example, our golf outing benefits from the contributions of dozens of hole sponsors.

Joining the Partner Package program has its benefits. These include member-to-member emails, ads in the Chamber Review and Weekly Update, recognition on baraboo.com, admission to events and recognition at every event as a sponsor. Not to mention being featured on a full-page spread in the 2021 Discover Real Baraboo Visitor Guide, due out this month!

Benefits escalate with each level of sponsorship, from Bronze (\$1,600) to Silver (\$2,500) to Gold (\$5,000) to Platinum (\$8,000). I am so grateful to the generous members who responded to my call for Partner Package sponsors during a year that has been so trying for some economically. It was great to see last year's sponsors



remain on board, and to see new ones join the fold!

I don't expect 2021 to be easy, as the aftermath of the COVID-19 pandemic is likely to affect all the Chamber's revenue streams.

I know many of our members are hurting as well, but together we will survive and, in time, thrive.

The Chamber stands ready to help, by connecting members with one another and with community resources, and by bringing visitors to the Baraboo Area through a comprehensive marketing plan and a series of attractive events. We can take on this work thanks to our members who have renewed their memberships for 2021, and to the Partner Package sponsors who already have thrown their financial support behind all the Chamber events planned for this year.

I encourage you to become a Partner Package sponsor next year!

ALSO IN THIS ISSUE

REGISTER
NOW FOR
OUR GOLF
OUTING!
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PLACE LINKS
TO THE VISIT
BARABOO
APP ON YOUR
WEBSITE
PAGE 4



NEW MEMBERS
[Greenhouse Nature School](#)
[Faithworks Ministries](#)
[Right to Evolve](#)
[Sign Gypsies BooDell](#)

Save the date for our Golf Classic!

We are looking forward to seeing everyone at our Golf Classic outing - mark your calendars for Tuesday, June 1. Better yet, register today [online](#)!

We hope to fill the links at Baraboo Country Club, as most of the pandemic restrictions put in place for last year's golf outing won't be necessary.

A couple things to keep in mind: The Golf Classic sells out every summer, so don't wait to reserve your foursome. Also, please note that this particular Tuesday falls on the day after the Memorial Day holiday.

The event will feature 18 holes of

play after a shotgun start, plus a 50/50 raffle and dinner at Fore Seasons



Restaurant.

Club members pay \$70 for the day. Non-club members pay \$100. You also can buy dinner, without golf, for \$25.

Sponsors are critical to this annual fundraiser's success. Gold hole sponsors receive signage on a hole, a listing on the website and event materials, and golf and dinner for four at a cost of \$600. Silver sponsors receive signage on a hole and a listing on the website and event materials at a cost of \$200. Register for a sponsorship [online](#) or call the Chamber at 608-356-8333.

A screenshot of a Zoom webinar. The top bar shows several participants in small video windows. The main screen has a dark blue background with the "digisage" logo in white. Below the logo, it says "Website Development & Marketing" and "E-Commerce Tune-up: Fix These 5 Common E-Commerce Mistakes" presented by Sarah Arendt-Beyer. A "Recording" indicator is in the top left, and a "zoom.us" link is in the bottom right.

WEBINAR SERIES ROLLS ON

On March 3 we partnered with Sauk County Community Development and our fellow Sauk County chambers of commerce to present a webinar on broadband and e-commerce.

Brett Schuppner, general manager of LightSpeed, discussed the Reedsburg Utility Commission's efforts to extend high-speed Internet service to rural areas. Sarah Arendt-Beyer delivered useful tips for selling goods and services online.



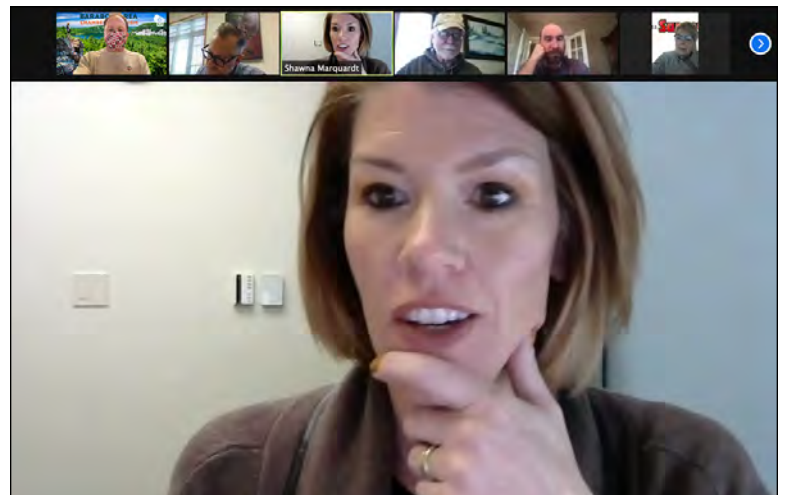
A presentation slide for LightSpeed. The slide features the "LightSpeed" logo with a green starburst. Below it, it says "BROADBAND EXPANSION IN SAUK COUNTY POWERED BY REEDSBURG UTILITY COMMISSION" and "BRETT SCHUPPNER, GENERAL MANAGER". The slide includes images of a person working on a computer, a green truck, and a road sign. On the right side, there is a vertical strip of small video windows showing participants.

MARCH HIGHLIGHTS



AMBASSADORS CLUB MEETING

Thunderbird Lanes hosted our Ambassadors Club meeting March 15.



Above, President Shawna leads the March board meeting via Zoom.
Above left, Festival Foods donates \$10,000 on March 23 toward construction of a splash pad at Attridge Park.
At left, Ben appears with Ashley Dietsch Schreiber and Mike Johnsen on the Baraboo Young Professionals' talk show on March 18.

CALENDAR OF EVENTS



New member orientation

Thursday, April 8th 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](#)

Ambassadors Club meeting

Monday, April 18th at 5:30 p.m.
Balanced Rock Winery

Join us at Balanced Rock Winery 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!



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

Get routed directions

Plan from your desktop & take it with you on the app

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

Voila!

SBA 504 LOANS FOR COMMERCIAL REAL ESTATE – NOW WITH WAIVED FEES AND NO PAYMENTS FOR 3 MONTHS*!

Low 25 Year Fixed Rates Under 3%

Let Kyle work his magic for you!

LEARN MORE ►

Grow Solar Sauk County program offers installation incentives

The sun is shining for homeowners and business owners throughout Sauk County, as the [Grow Solar Sauk County](#) program commences this April. The program will allow individual home and commercial property owners to access competitive prices for solar installations through the power of volume purchasing.

Grow Solar Sauk County builds on the success of a similar program in 2018, when over 65 home and small business owners installed solar around the county. That program surpassed its goal of adding 200 kilowatts (kW) of solar more than twice over. The program achieved a total capacity of over 430 kW.

One of the participants from the 2018 program, David Kell, explains why he and his wife Barb took the solar plunge: "We wanted to decrease our carbon footprint and use less energy from the electric company...Our payback will be 10 years. But financial savings is not the main reason to install solar panels. Our main concern is to do all we can in our house-

hold to reduce carbon in the atmosphere."

Grow Solar Sauk County allows individual home, farm and commercial property owners to access lower prices for solar installations through the power of volume purchasing. As such, at each interval of 50, 150, 250, and 350 kW of solar capacity that the program participants collectively achieve, the price of solar is reduced.

Between April and August, the Midwest Renewable Energy Association will provide free, public, hourlong educational sessions called Solar Power Hours via webinar for prospective participants to learn how solar energy works and to answer questions. The program's website, [sauk.growsolar.org](#), includes a sign up form that area residents can fill out for an estimate, or to receive general program updates and Solar Power Hour announcements. The full calendar is available at [sauk.growsolar.org](#), and the first few presentations are as follows:

- Monday, April 5 at 3 p.m.

- Wednesday, April 21 at 6:30 p.m.
- Friday, April 30 at noon

In total the solar arrays from the 2018 effort produced approximately 490,000 kilowatt hours in their first year of operation, saving the average participating property owner \$1,042 on electricity bills in the first year alone. The environmental benefits are significant as well, avoiding a total of over 399,000 lbs of coal being burned in their first year of operation.

The program is administered by the MREA at no cost to the county, and is supported by Sauk County Land Resources and Environment, UW-Madison Extension, One Heart, Inc., and Powered Up Baraboo.

The MREA was incorporated as a 501(c)3 nonprofit shortly after the first Energy Fair in 1990. MREA's mission is to promote renewable energy, energy efficiency, and sustainable living through education and demonstration. To learn more, call 715-592-6595 or visit [www.midwestrenew.org](#).

Enjoy Unlimited Golf All Season



53308 Fox Hill Rd.
Baraboo, WI
(near Ho-Chunk Casino)

- Season Passes now on sale (*includes 4 FREE guest passes & a 10% discounts on food and merchandise*)
- Flexible course design: Play 3, 9, 12, or 18-holes
- Reciprocal golf at 9 area courses
- Area's Largest Practice Range

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

ARE
Essential



American
Red Cross

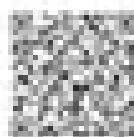
St Pauls Lutheran Church
727 8th St

Friday, April 16, 2021
11:00 a.m. to 5:00 p.m.

Appointments preferred.

For an appointment call 1-800-RED CROSS (1-800-733-2767) or visit redcrossblood.org

You can save up to 15 minutes when you donate blood by using RapidPass! Visit redcrossblood.org/RapidPass for more information.



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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.



Extension
UNIVERSITY OF WISCONSIN-MADISON
SAUK COUNTY

