



DISCOVER REAL

BARABOO



WE NEED YOUR HELP

Darren Hornby
Executive Director

As a nonprofit organization governed by a volunteer Board of Directors, the Chamber relies heavily on the Baraboo Area community. That will be especially true as we host the Circus Celebration this month.

Every year we need help from scores of volunteers as we stage the Big Top Parade. Even though there will be no parade this year, there's still a lot of work to do. We need your help!



Our July 10-11 event will feature not only the big top shows at Circus World but historic Ringling trolley tours, a classic car show, live entertainment at the University of Wisconsin-Platteville Baraboo/Sauk County and a "parade" of artistically adorned elephants all around the community.

Retooling our traditional parade day into a weekend of circus-themed

events has required ingenuity throughout the planning process, and will require some elbow grease as July 10-11 approaches.

We have a robust setup crew ready to help Saturday morning at the "Boo U" campus. But we need volunteers to work the information desk (and sell Annual Raffle tickets) that afternoon. This is a pretty sweet gig: Enjoy live music, an aerial performance, and a clown show at one of the most picturesque settings in town.

Remember those trolley tours I mentioned? We're looking for a couple ticket takers who will collect tickets before each hourly run throughout the day between 9 a.m. and 4 p.m. both Saturday and Sunday. The trolley rides will begin and end in Circus World's parking lot.

On Sunday we'd love to have your help at the Car Show outside Slumberland. We have openings for a setup crew from 7:30 to 9 a.m. that will put up signage and get the hospitality tent prepared for the day. We also need two people to run the registration table from 8-10 a.m., as well as a runner and a volunteer to oversee



the Community Court that morning. From 9 a.m. to 3 p.m., we need people to direct traffic at the main entrance, working 2-hour shifts. Lastly, we're looking for volunteers to sell raffle tickets at the Car Show from 9:30 a.m. to noon, and from noon to 3 p.m. You can check out some classic vehicles and enjoy the music of Hot Rod Radio while you're at it!

Like I said, it's a lot of work, but if each of you is willing to set aside two hours of that weekend to volunteer, we can pull off a great event.

Please call us if you're willing to serve: 356-8333.



Steph Shanks Photography
Xel Medical Spa
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ALSO IN THIS ISSUE



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Circus Celebration is ready for the spotlight

Baraboo will commemorate its heritage with a Circus Celebration on July 10 and 11. This weekend full of circus-themed fun will feature big top shows at Circus World, trolley tours of historic sites, live entertainment, a car show and a “parade” of artistically enhanced elephants.

These events will substitute for the Big Top Parade, which is set to return in 2022. “We are eager to get the parade back on the road, but we had to put safety first as we began planning this event earlier in the year,” said Nanci Caflisch, event co-chair. “This change presents an opportunity to expand our annual Circus Celebration by finding new ways to commemorate Baraboo’s illustrious circus culture.”

Circus World will present its big top show at 11 a.m. and 2:30 p.m. Saturday. Meanwhile, across town at the University of Wisconsin-Platteville Baraboo/Sauk County, the entertainment stage will welcome aerialists, a magician, clowns and bands from 10 a.m. to 5 p.m.

“We love seeing the downtown sidewalks fill up with spectators for the parade, but this year we’ll be able to extend the festivities throughout



the community,” said Darren Hornby, executive director of the Baraboo Area Chamber of Commerce.

Trolley tours will offer a nod to the community’s roots, as Baraboo Tours leads passengers on visits to several prominent circus sites hourly on Saturday and Sunday.

And there’s more: Circus Celebration weekend will mark the community-wide appearance of 15 fiberglass elephants painted, detailed and otherwise embellished by local artists. Community sponsors stepped up to support this project and display the elephants at their locations.

If all that isn’t enough for you, a Car Show is planned for Sunday from 10

a.m. to 3 p.m. at Slumberland in West Baraboo. All makes, models and years are welcome, and three trophies will be awarded. Wisconsin Hot Rod Radio will serve as the event DJ and MC.

Circus World’s big top performances and historical exhibits will delight circus fans not only during the Circus Celebration, but throughout the summer. The Wisconsin Historical Society site offers live shows daily from June 18 through August 29. Circus fans won’t want to miss this Wisconsin Historical Society site, located at the Ringlings’ original winter quarters, boasting an unparalleled collection of parade wagons, artifacts and exhibits preserving the significant achievements of the American circus.

“Circuses have made it through hard times before, and we are happy to say we survived the pandemic,” said Scott O’Donnell, Circus World’s Executive Director. “We’re eager to welcome audiences back under the big top for a sensational show.”

For more information about Baraboo’s Circus Celebration, contact the Baraboo Area Chamber of Commerce at 608-356-8333. Look for updates at baraboo.com.

Car show added to Circus Celebration festivities

Participate in Baraboo’s Big Top Celebration by registering your classic vehicle in the July 11 Car Show at Slumberland Furniture in West Baraboo!

Captain Bob and Arlo of [Wisconsin Hot Rod Radio](http://WisconsinHotRodRadio.com) will emcee the event and provide music.

All makes, models and years are welcome. Three trophies will be

awarded. The first 100 registered vehicles will receive a goody bag. [REGISTER HERE](#)

A participation fee of \$10 per vehicle owner will be collected the day of the event. There will be no charge for spectators. For information, call 608-356-8333.

For information and updates, visit the Chamber [website](#).



BARABOO AREA
CHAMBER OF COMMERCE
CAR SHOW 2021

Circus Celebration entertainment schedule

Thursday, July 8

- 7 p.m. — Professor Stich's Original Circus Band in **concert** in downtown Baraboo

Saturday, July 10

- 10 a.m. — Hourly historic **trolley tours** begin from Circus World parking lot
- 10 a.m.-10:45 a.m. — Terhune Trio Circus (**aerial performance**) at UW-P/Baraboo
- 11 a.m. — **Big top show** at Circus World
- 11 a.m.-12:30 p.m. — **Live music** by Wisconsin Forward Band at UW-P/Baraboo
- 12:45-1:30 p.m. — Terhune Trio Cir-



- cus (**aerial performance**) at UW-P/Baraboo
- 1:45-2:30 p.m. — **Magic show** at

UW-P/Baraboo

- 2:30 p.m. — **Big top show** at Circus World
- 2:45-3:15 p.m. — **Clown performance** at UW-P/Baraboo
- 3 p.m. — Last hourly historic **trolley tour** (Circus World parking lot)
- 3:30-5 p.m. — **Live music** by Gary and the Gators at UW-P/Baraboo

Sunday, July 11

- 10 a.m. — Hourly historic **trolley tours** begin from Circus World parking lot
- 10 a.m.-3 p.m. — **Car Show** at Slumberland
- 3 p.m. — Last hourly historic **trolley tour** (Circus World lot)



Sponsor support

We appreciate the sponsors who are making next month's Circus Celebration possible. Foremost among these is Baraboo State Bank, the event's Presenting Sponsor.

The bank's support has long been associated with the circus, beginning when the Ringlings received their first loan of \$100 in 1885 to cover spring opening expenses. The bank continues to support Circus World and the annual Circus Celebration to preserve the circus' rich traditions for future generations. We thank Baraboo State Bank and all of our Partner Package Sponsors who are supporting the July 10-11 Circus Celebration and all Chamber events throughout the year.

Circus trolley tours

Take a tour of Baraboo's historic circus sites! Baraboo Tours will lead these trolley expeditions, featuring the community's notable Ringling properties and other locations that played a key role in the rise of the American circus.

Tours will depart from Circus World's parking lot Saturday and Sunday, with the first departure at 10 a.m. and the final departure at 3 p.m. Tickets cost \$5. Register [HERE!](#)

Car show sponsors sought

We're looking for two sponsors for the July 11 Car Show:

Registration sponsor (\$250)

Recognized in the program and in announcements the day of the event, including a banner placed at the registration table. This sponsorship includes a 10X10 space in the Community court.

Trophy Sponsor (\$250)

The Best of Show trophy will

be presented on behalf of your business.

Community Court

Each business and organization will get a 10x10 space where they can interact with the Car Show crowd, give away items, dispense information and/or host games. Each spot costs \$100.

Call the Chamber at 356-8333 to become part of this new event!

TIME TO SIGN UP!

Join us for the Chamber's first outing to see the **MILWAUKEE BREWERS** on **SUNDAY, AUGUST 8** at AmFam Field.

\$75 covers a Loge Outfield seat, a tailgate party and bus transportation



Join us for a Brewers game!

Whaddya say we take ourselves out to the ballgame?

The Chamber is launching a new event, an outing to Milwaukee that includes bus transportation, a Brewers

game and a tailgate party! You can enjoy all of this for \$75 if you click the image above. The date is Sunday, August 8, when the Brewers host the San Francisco Giants at 1 p.m.

The bus will leave the Visitor Center parking lot at 9:30 a.m. and return around 6:30 p.m. A raffle and other fun events are planned, so get your tickets before the bus fills up!

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.





What better way for Darren to unwind after a long day than treatment from Balanced Rock Bodywork?



Many thanks to Carla Phelps of Sign Gypsies BooDell for setting up the decoration above, and to Jordan Dominquez (right) and Ho-Chunk Gaming for giving prizes!



Eric Dalrymple (below) wowed the crowd when, after joining 7 others in sinking a putt in the preliminary round of the putting contest, did it again to win the final!



At least ONE member of the last-place team was willing to face the music and accept the trophies.



JUNE HIGHLIGHTS



**AMBASSADORS CLUB MEETING • JUNE 21
LOG CABIN RESTAURANT**



**NEW DOWNTOWN
PARADE & CIRCUS
CELEBRATION
BANNER • JUNE 11**

ARTJUNE • JUNE 19 • DOWNTOWN BARABOO



CALENDAR OF EVENTS



New member orientation

Thursday, July 1st 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](#)



Circus Celebration

Saturday, July 10 and Sunday, July 11

Circus trolley tours, live entertainment, a car show and a "parade" of artistically decorated elephants - not to mention Circus World's big top shows - will give visitors a plethora of entertainment options during this exciting weekend in the Ringling Brothers' hometown. For information visit the Chamber [website](#).



Circus Celebration Car Show

Sunday, July 11th from 10 a.m. to 3 p.m.
Slumberland, 315 W. Pine St.

A new car show held in conjunction with Baraboo's Circus Celebration welcomes all makes, models and years. Two trophies will be presented. Captain Bob and Arlo of Wisconsin Hot Rod Radio will serve as DJs and MCs. A Community Court will spotlight local businesses and organizations. [Register your ride](#) today!



Board of Directors meeting

Monday, July 19th 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 July Board of Directors meeting in the Visitor Center's conference room.



Ambassadors Club meeting

Monday, July 19th at 5:30 p.m.
Al. Ringling Brewing Co.

Join us at Al Ringling Brewing 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: Baraboo Children's Museum

Wednesday, July 21st noon-1 p.m.
Visitor Center conference room

This seminar will focus on what Baraboo Children's Museum is and how the institution wants to help the community. This will include what it has taken to get to where the museum is today, as well as goals for the future. [Register here](#)

KEEP TRACK OF LOCAL EVENTS AT BARABOO.COM

RIBBON CUTTING: THE SAGE PHOTOGRAPHER



We are thrilled to welcome [The Sage Photographer](#) to the Chamber! Hether Boelk's marketing agency specializes in brand photography. She also delivers social media content and graphic design services.

LUNCH & LEARN



Capital Newspapers and its online arm, Amplified Digital, led an insightful Lunch & Learn seminar at the Visitor Center on June 23. Jared Felix and Shawn Wenkman discussed the importance of branding and of businesses promoting their brands through their websites and social media channels.

RIBBON CUTTING: **SKILLET CREEK CAMPGROUND**



We are happy to welcome [Skillet Creek Campground](#) to the Chamber! The campground off Highway 136 was a Chamber member when it was Wheeler's, and will continue to be part of our organization under its new owners and new name. The 70-acre campground gives guests opportunities to enjoy hiking, rock climbing, swimming, biking, fishing, boating and relaxing.

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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

DISCOVER REAL
BARABOO

Internet Visibility –
Growing Business



INTERNET MARKETING CONCEPTS
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

INTERNATIONAL CRANE FOUNDATION TOUR



On June 9, Darren and Ben got a tour of the International Crane Foundation's recently revamped headquarters.



Pamela and Demetra provided an educational tour, discussing how ICF's improved facilities will help the organization carry out its mission of protecting and advocating for crane species around the world.



Cranes of the World awaits your discovery

Cranes of the World at the International Crane Foundation is open, and the cranes are ready to greet you with calls, dances and other wonderful crane behaviors. ICF has more than eight acres

of new, outside exhibits and experiences, waiting for Chamber members to explore.

Interested in seeing the new site? As a Baraboo Area Chamber of Commerce member, you can schedule a compli-

mentary VIP tour for yourself and staff today. Email Marketing Communications Director Pamela Seelman at pseelman@savingcranes.org to schedule a visit Monday through Friday, 9 a.m. to 4 p.m.

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.

Are you LGBTQ+ and grieving the death of your spouse/partner?

Connect with others who have lost a partner
in a safe, supportive and confidential virtual group setting

Agrace is offering a six-week guided grief support group for people in the LGBTQ+ community who have experienced the death of a partner/spouse.

- Find comfort in knowing others will listen—and can relate to your experience.
- Discover healthy coping skills to care for yourself and build resilience as you grieve.
- Address the unique needs and strengths of the LGBTQ+ community in dealing with a partner's death.



LGBTQ+ Spouse/Partner Grief Support Group

Meets online via Zoom: Tuesdays, July 20 – August 24 | 5:30 p.m. – 7 p.m.

- Fee: \$75 for the series; fee may be lowered or waived, if needed
- Open to everyone, even if the person who died was not in hospice care with Agrace

Register Today

Pre-registration is required. Please contact the Agrace Grief Support Center in Fitchburg: (608) 327-7118 or griefsupport@agrace.org



Grief
Support
Center

All Are Welcome:
Programs offered by the Agrace Grief Support Center are open to anyone in the community who wants emotional support.

[Agrace.org/GriefCenter](https://www.agrace.org/GriefCenter)

Be Safe

have



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\$10⁰⁰ for 3

\$12⁰⁰ for 4

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Hours of operation:

***Wednesday* 6:00 pm to 2:00 am**

***Thursday* 6:00 to 2:00 am**

***Friday* 6:00 pm till 3:00 am**

***Saturday* 6:00 pm till 3:00 am**

We will also be running for Sauk County Fair Tuesday thru Saturday

Need wedding transportation we offer a great service . This keeps your guests safe. We do special events and occasions call 608-370-4354.

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WINE WALK
& Shop
SUMMER LUAU

FRIDAY JULY 23RD 2021

6:00 pm - 9:00 pm

Tickets \$40, limit 4 per person

Buy tickets ONLINE ONLY June 23rd at:

www.eventbrite.com

Subject to Availability



SCAN ME

Designated Driver

Ticket \$15, limit 1 per group

Must be 21 to attend

COMMUNITY HEROES TICKET SALE

Monday, June 21st at 9 am, In-person sales

First 250 tickets available only to Community Heroes

(Police, Fire, EMT, Doctors and Nurses) with credentials/

badge, limit 2 per person. Available only at

Bekah Kate's. 117 3rd Street, Downtown Baraboo

For more event details go to
www.downtownbaraboo.com

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