

# BARABOO AREA

## CHAMBER & TOURISM



### WITH YOUR HELP, OUR GOLF OUTING WILL BE ONE WILD AND CRAZY TIME

**George Althoff**  
Executive Director

Planning for the Chamber's annual golf outing on June 7 at Baraboo Country Club is entering the final stages, and we need your help!

For starters, do some research on the decade of the 1970s. Our theme this year is "A Wild and Crazy Time,"



a reference, of course, to the Festrunk Brothers portrayed by Steve Martin and Dan Akroyd on "Saturday Night Live" in the late '70s. If you've never heard of them, kids, check them out on YouTube. They are "two wild and crazy guys" from Czechoslovakia. If you're into costumes, feel free to dress up like your favorite person from that decade or sport the attire that made it famous. Channel your inner Richard Nixon or Gerald Ford. Put on your Barbra Streisand persona. Don your bell bottom pants and tie-dyed shirt. Prizes will be awarded to a select number of

costumed characters!

If you choose to come just as yourself (and that's OK), don't worry. There will be plenty of action on and off the course to make for an enjoyable day. In addition to 18 holes of golf and dinner, the tournament will feature a putting contest, 50/50 raffle, betting holes, silent auction items, mulligans, flings, hole activities, and hole prizes. Translation: Be sure to bring some folding money so you can participate in these activities that make the golf outing the Chamber's biggest fundraiser of the year.

The golf outing committee – comprised of me, Ben Bromley, Jasmine Schoenoff, Brandon Wegner, Ed Kothbauer and Melody Byl – has been hard at work planning this year's event. In the coming weeks, we will be reaching out to members to request their assistance in making this event as successful as ever.

We are looking for:

- Small items for the "swag bags" that will be distributed to each of the 144 golfers. Prevail Bank has generously agreed to donate water bottles



and the bags, into which we will insert items donated by our members. Edibles such as energy bars or bags of salted snacks are always a good addition. Perhaps you have coupons that will help drive traffic to your store. Golf balls and tees with your company name on them are excellent donations. Use your imagination! The only requirement is that the item will fit into the bag and that you can supply us with 144 of them.

- Donations for the silent auction. Items should have a value of at least \$25. Depending on the response,

Please see **GOLF** on Page 9



[Jose's Restaurant](#)  
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**BUSINESS AFTER 5 AT VENNEBU HILL**

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# Big Top Parade and festival returns

The Big Top Parade will return to the streets of downtown Baraboo on Saturday, June 25 for the first time since 2019.

Historic wagons, exotic animals, marching bands and community floats will delight parade-goers, highlighting a weekend full of circus-themed fun.

“We could not be happier to bring back the parade,” said Nanci Caflisch, co-chair of the Big Top Parade and Circus Celebration organizing committee. “This one will be extra special.”

The COVID-19 pandemic forced the cancellation of the parade in 2020. Last year, the committee presented a community-wide Circus Celebration weekend, minus the parade.

This summer the parade returns, adopting the pirate theme in use this season at Circus World. The Baraboo historic site works with the Baraboo



Area Chamber of Commerce and a committee of volunteers to present the parade.

Circus World's famed singing ringmaster Dave SaLoutos will serve as grand marshal, commemorating his final season performing under the big top.

“Who better to lead our parade than an icon who is synonymous with this event and with Circus World?” asked George Althoff, Executive Director of the Chamber of Commerce.

The Circus Celebration begins Thursday, June 23, when Professor Stich's Original Circus Band performs in downtown Baraboo's Concerts on the Square series. The Al. Ringling Theatre will present “Pirates of the Caribbean” Friday, plus an afternoon

movie and organ concert Saturday.

Acrobats, aerialists and clowns will entertain the crowd before the parade steps off at 11 a.m. Saturday. After dozens of parade units make their way through the downtown streets, bands will provide post-parade entertainment on the Courthouse Square.

The fun will continue on Sunday, when Baraboo Tours presents hourly trolley tours of Baraboo's many historic circus sites. Throughout the weekend, Circus World will present its daily big top show – titled “Yo Ho!” – at 11 a.m. and 2:30 p.m.

“Arrrrr ye ready for a stupendous show and parade?” asked Scott O'Donnell, Executive Director of Circus World. “You could sail the seven seas and not find finer family entertainment.”

Watch for updates at [bigtopparade.com](http://bigtopparade.com).



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# We found our thrill at Vennebu Hill



Vennebu Hill hosted the April installment of Business After 5, offering a look at its event venue and its expansive view.

General Manager Mark Hansen and his staff set out a delectable array of appetizers.

He talked about the history of the property and its name, and shared that this



year Vennebu Hill will convert the adjacent farmhouse and outbuilding into a winery.

Meanwhile, a 65-room Wyndham hotel will be constructed in what is now a clearing between the barn and Sauk County Highway A.

Mark reminded the crowd that the Køselig Garden taproom is open every Thursday from 4-9 p.m.



# CALENDAR OF EVENTS



## Board of Directors meeting

*Monday, May 16 from noon to 1 p.m.*

*Visitor Center*

Board members, please mark your calendars if you haven't already, as President Raegen will lead our Board of Directors meeting in person (with a Zoom option) in the Visitor Center's conference room.

## Ambassadors Club meeting

*Monday, May 16 at 5:30 p.m.*

*Mike's Italian Restaurant*

Join us at Mike's Italian Restaurant - located at the former Glacier Rock - for the May business meeting of the Ambassadors, where we'll share ideas for prospective members and upcoming Chamber events. Bring a friend who might be interested in becoming an Ambassador!

## Business After 5 at Oak Park Place

*5-7 p.m. Monday, May 23*

*Oak Park Place*

Network with fellow Chamber members over snacks and drinks, and enjoy tours of Oak Park Place in Baraboo. [REGISTER HERE](#)

## Lunch & Learn presented by Powered Up Baraboo

*Noon-1 p.m. Thursday, May 26*

*Visitor Center conference room*

Learn why being part of the clean energy transition makes good business sense. Hear what a local nonprofit is doing to promote practical solutions to address climate change. Leave with a list of steps you can take as a business owner to ensure a more sustainable future. Enjoy lunch featuring menu items from local producers, served by Relish Tray. [REGISTER HERE](#)

## Chamber Golf Classic

*11 a.m. Tuesday, June 7*

*Baraboo Country Club*

Mark your calendar for one of the Baraboo Area's favorite summer events, the Chamber Golf Classic. Enjoy a best-ball tournament featuring hole events, raffles, meals by Fore Seasons and chances to win a new car! Register [HERE](#) to play!

## Business After 5 at Baraboo Motors

*5-7 p.m. Monday, June 13*

*Baraboo Motors Group*

Network with fellow Chamber members over snacks and beverages and check out the recent improvements made at Baraboo Motors, one of our Partner Package Sponsors. [REGISTER](#)

## Big Top Parade

*11 a.m. Saturday, June 25*

*Downtown Baraboo*

The Big Top Parade returns to the streets of downtown Baraboo on June 25, highlighting a weekend full of circus-themed events to be held throughout the Baraboo Area. A Circus Celebration featuring live music, movies at the Al. Ringling Theatre and trolley tours are planned. For information visit [bigtopparade.com](http://bigtopparade.com).



# A visit from Wisconsin Rapids

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# Help sought for Baraboo Skatepark

Donations will help raise money through silent auction

Dear Baraboo Community,

In an effort to help raise money for the Baraboo Community Skatepark we are asking for your help.

We have a date set with the Ringling Brewery for Sunday May 22, 2022 from 12:30 till 3:30 for the music and the Brewery is open until about 8. We have two local musicians (Kaleb Woods and Terry Monroe) who are donating their time playing the afternoon instead of pay or tips and collecting donations for the silent auction.

The Ringling Brewery will be donating a portion of their proceeds as a part of their Community Give Back Sunday. Along with that we are doing a silent auction and are in need of donations, whether they be monetary, services or products (even gift baskets) from our local businesses and community for the silent auction. The silent auction will end at 4:00 for distribution for the winning bidders. For your convenience, items may be dropped off at Wisconsin River Title or Stark Company Realtors. This is a 501(c)(3) nonprofit organization for donation purposes and is tax deductible. Monetary donations to be made

out to: Baraboo Community Skatepark Inc.

We really want to try and make this an event our community can be proud of. Building a place for our youth to go and be a part of something they love to do is what makes us stronger. It gives our kids and young adults a place to be proud of and keep them focused on something positive in a world that is full of distractions. We sincerely thank you for your help in this community effort.

Yours Truly,  
Terry Monroe  
Stark Company Realtors  
Baraboo Manager

## The Baraboo Skatepark is in desperate need of replacement

The park was built in 2002 with a combination of community and city donations at a time when most small towns did not yet have skateparks. The original park was a mixture of concrete and wooden ramps.

**Unfortunately** the park has not stood the test of time and is in need of replacement. The concrete is showing its age, original wooden ramps have deteriorated and were removed; leaving the park **DIFFICULT and UNSAFE** for this new generation.



## The Baraboo Community Skatepark

**Fortunately**, over the last 20 years there has been unbelievable growth and innovation in skatepark design. This growth has spawned many respected companies that travel the country building beautiful and professional skateparks.

These new parks mostly fall into the category of "Plaza" type parks and no longer look like an eyesore but rather a compliment to its surroundings.

We have received a few potential design estimates that have helped determine a fundraising goal of \$300,000

\*Pictured below is a potential design, subject to change.



CAMPBELL PARK SKATEPARK  
CITY OF BARABOO, WISCONSIN



## Open house at ICF

The International Crane Foundation kindly offered Chamber members a sneak peek at the Cranes of the World exhibit on April 28, a few days before it opened to the public. Many thanks to the ICF team for showing us their beautifully rebuilt headquarters. It's worth a visit!

## ‘Money Bears’ and MBE Wealth visit St. Joe’s

“The Four Money Bears” visited St. Joseph School on April 21, leaving important lessons to kids on the four basic functions of money: Spending, saving, investing and giving.

MBE Wealth Management organized a book reading activity at St. Joseph School for Kayla Bowar’s second grade class to celebrate Financial Literacy Month. Brent Brinker, partner/financial advisor, and Austin Lins, associate financial advisor, spearheaded the activity by reading a book by Mac Gardner titled “The Four Money Bears.”

“It’s an early elementary age-ap-



propriate story about four bears who view and use money in different ways (spender bear, saver bear, investor bear, and giver bear). There are ele-

ments of each bear that are important to understand, but the lesson is that we need to learn from a young age to exude each of those four traits when viewing money,” Brinker said. “The earlier these concepts can be taught and learned, the more likely it is that one will be able to live a healthy and sound financial life.”

The book is an accessible learning material for kids and serves as a starting point toward financial literacy. Through its storytelling, kids learn important values such as spending cautiously, saving diligently, investing wisely and giving generously.

# Beginning an exciting new chapter



Supporters of the Carnegie Schadde Memorial Library who have worked for decades to expand the historic structure had much to celebrate April 28. Library boosters and staff, city officials and other dignitaries - including our Board President Raegen Trimmer, Executive Director George Althoff and Marketing & Tourism Coordinator Ben Bromley - applauded as ground was broken for a library addition.



# GOLF

From the front page

we may bundle up a number of items to get them to our target value of \$250 per basket. Bigger and better prize baskets will help drive ticket sales, so be as generous as possible.

- Hole sponsors. For a \$650 gold hole sponsorship, your company name and logo will be featured at one of the holes and you will have a foursome in the tournament. For a \$250 silver hole sponsorship, your company's name and logo will be featured at one of the holes.

- Cart and beverage sponsors. These are the two remaining "big ticket" sponsorships that include a host of benefits to the

sponsoring business, including pre-event recognition in social media posts, signage in multiple locations on the course, acknowledgement during the event festivities and a foursome in the tournament. For a full list of the benefits, contact me at [director@baraboochamber.com](mailto:director@baraboochamber.com).

- More golfers. If you just want to play in the outing and be part of the fun, register to golf [here](#). The cost is \$110 for non-Baraboo Country Club members and \$80 for members. But you'd better hurry, because the field is filling fast.

As always, thank you for considering these requests and for your continued support of the Baraboo Area Chamber of Commerce. The generosity of our members is truly amazing and is integral to the continued success of the Chamber.



**Ben and George**

Gotta run now. I need to go shopping for a pair of bell bottom pants.

## Professor seeks input on intern needs

Dr. Musa Ayar, a Professor of Economics and Business at UW-Platteville Baraboo Sauk County, has created a survey to identify intern needs

in our local business community.

With your help, we hope to better serve the intern needs of area businesses. The information gathered will

remain confidential.

The [survey](#) should not take more than 7 minutes.



### RIBBON CUTTING

## Ribbon Cutting at Emma's Mexican Market



Please help us celebrate and welcome to the Baraboo Community this business that opened during the time that people needed it the most, the pandemic

**May 4<sup>th</sup>**

4:00 - 5:00 pm

507 South Blvd  
Baraboo, WI 53913



Visit [lccwi.org](http://lccwi.org) for more events

## Ribbon cutting at Mexican market

Our partners at the Wisconsin Latino Chamber of Commerce are excited for two events happening Wednesday, May 4th in Baraboo and Wisconsin Dells! Please join us for a ribbon cutting for Emma's Mexican Market in Baraboo and a networking event in collaboration with San Antonio Mexican Restaurant in the Dells afterward.

To register for the networking event, please visit this [web page](#).

¡Estamos emocionados por los eventos que tendrán lugar el próximo miércoles 4 de mayo en Baraboo y Wisconsin Dells! Únase a nosotros para un corte de cinta en el Mercado Mexicano de Emma y después un evento de networking en colaboración con San Antonio Mexican Restaurant.

Para inscribirse en nuestro evento de networking, visite [sitio web](#).

# City of Baraboo CDBG Housing Program

## LIMITED FUNDS AVAILABLE APPLY NOW!

### HOMEOWNERS:

These funds will be lent to income eligible households for home repairs. The loan is a 0% interest, deferred payment loan – you do not pay it back until you sell the house or no longer live there.

### LANDLORDS:

Installment loans are available for landlords who rent to tenants that are low- to moderate- income. The loan is a 0% interest loan with repayment over 10 – 15 years (depending on the loan amount). Contact Kari Justmann for more details.

### CONTRACTORS:

If you are a contractor interested in working with the housing program, please contact Kari Justmann for more information. There are limited contractors that work in the area so it is a great opportunity for qualified contractors!

**For more information or to obtain an application, please contact Kari Justmann at the Housing Program Office at 920-392-5137. Applications are also available at City Hall.**

The loans can be used to make the following types of repairs:

- Handicap Accessibility
- Replace Windows & Doors
- Roofing
- Electrical Upgrades
- Connect Water & Sewer Lines
- Painting, Siding, Porch Repairs
- Repair/Replace Heating Systems, Water Heaters & Plumbing Systems

### Low- to Moderate-Income guidelines for Sauk County:

Family Size	Income Limit
1	\$42,100
2	\$48,100
3	\$54,100
4	\$60,100
5	\$64,950
6	\$69,750
7	\$74,500
8	\$79,350

7<sup>TH</sup> ANNUAL

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