

BARABOO AREA CHAMBER & TOURISM



CHANGES TO BOARD SIZE, COMPOSITION CONSIDERED

By **George Althoff**
Executive Director

At its October 16 meeting, the Baraboo Area Chamber of Commerce Board of Directors will be considering a significant change to the composition of the board, which was recommended by the Executive Committee. Currently, the board is composed of 17 directors as stipulated in our bylaws. The breakdown of those positions is two hoteliers (City of Baraboo and Village of West Baraboo, as required by our room tax agreements), two Tourism representatives, two Retail, two Professional, one Manufacturing, one Agribusiness, and seven At-Large seats.

Since it has been several years since the bylaws have been updated, the Executive Committee decided it was time to review them and make appropriate recommendations. The consensus of the Executive Committee was



that the Board of Directors was too large and needed to be right-sized. In addition, the Committee decided that a new membership classification should

be created for Financial Services businesses, which comprise a very important segment of the Chamber's membership base.

The recommendation that will be considered by the full board in October is to reduce the size of the board to 11 directors, broken down as follows: two hoteliers, one position appointed by the HoChunk Nation, one Tourism representative, one Professional, one Retail, one Financial Services, one Manufacturing, one Agribusiness and two At-Large positions. The reduction to 11 directors would occur over time through attrition as current directors' terms expired or through voluntary resignations.

If you have questions or feedback about this proposal, please contact me at 608-356-8333 or director@baraboochamber.com before the October 16 meeting. Or feel free to reach out to any of our board members, a list of which can be found [here](#).

2nd annual Oktoberfest was a great success

Our 2nd annual Oktoberfest is in the books and what an event it was. More than 700 people flocked to Circus World for the festivities, which featured performances by Big Griffy Jim and the Polka Dots, a local favorite, and Gold Dust Women. Plenty of great local craft beer and an assortment of food trucks made for an enjoyable afternoon and evening.

By our account, attendance was up about 75 percent over the

Please see ALTHOFF, Page 6



NEW MEMBER

Native American Artifact Show

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Post your events

Another benefit of membership is the ability to post your events to the calendar on our website, baraboo.com. Log in via ChamberMaster and let us help you get the word out!

Baraboo, Lodi, Portage unite on Mini-Mammoth Challenge

Log some of your 43 hiking miles locally in October

The communities of Baraboo, Lodi and Portage are joining forces to help promote the Ice Age Trail Alliance's annual Mammoth Hike Challenge, which challenges hikers to trek 43 miles and visit three trail communities during October. The 1,200-mile Ice Age Trail winds along the edges of where Wisconsin's last glaciers once sat and runs through Baraboo, Lodi, Portage and Devil's Lake State Park.

Those cities' Chambers of Commerce, their local Ice Age Trail Alliance chapters, and Downtown Baraboo Inc. have banded together to create the Mini-Mammoth Challenge and encourage hikers to complete their 43-mile trek along trails that connect the three communities – and make stops in all three.



“This is a great opportunity for hikers to explore the outstanding Trail segments that run through our communities,” said George Althoff, Executive Director of the Baraboo Area Chamber of Commerce. “And with Devil's Lake State Park in our backyard, hikers can experience some of

the most breathtaking portions along the entire Trail.”

Hikers can stay abreast of local happenings via a Mini Mammoth [event page](#) on Facebook. Participants are encouraged to share their hiking experiences by using the hashtag #mini-mammoth2023.

“Having a segment running through Baraboo is an open opportunity for Mammoth Hikers to also explore the number of amazing shops and restaurants situated around the historic downtown square. Downtown Baraboo is beyond thrilled to participate in this year's Mammoth Hike Challenge!” said Seth Taft, Downtown Manager for Downtown Baraboo Inc.

Hikers can register for the Mammoth Hike Challenge [here](#) to access itineraries and more information. Those who log 43 miles will receive a commemorative patch – and bragging rights!

A TRI-COMMUNITY EVENT:
SUPPORTING THE MAMMOTH HIKE
CHALLENGE

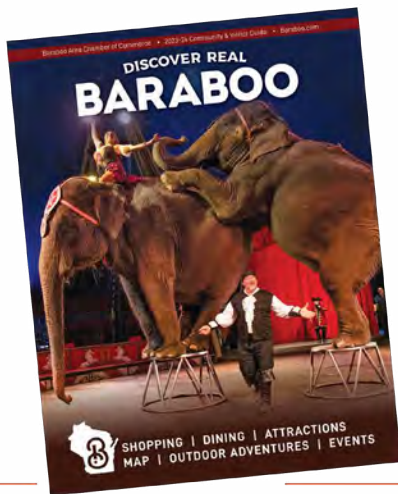
BARABOO, PORTAGE & LODI, WISCONSIN

OCTOBER 1ST - OCTOBER 31ST

Ice Age Trail Alliance

The Ice Age Trail Alliance is a passionate community of volunteers and outdoor enthusiasts dedicated to preserving and promoting the Ice Age Trail, a 1,200-mile footpath that winds through Wisconsin, showcasing the state's stunning glacial landscapes. Through trail building, maintenance, and educational initiatives, the Alliance strives to ensure the trail's preservation for generations to come.





NEXT LEVEL CREATIVE will be producing the 2024 Baraboo Area Chamber of Commerce Visitor Guide, which reaches visitors, residents, and other businesses in the Baraboo area and throughout Wisconsin.

This publication features:

- 1 A minimum of 17,500 printed copies
- 2 An online version, linking viewers to your website
- 3 Community events, promotions and highlights
- 4 Area maps
- 5 Complete membership listing
- 6 Spanish calendar of events

* Note: Guide book cover art displayed is from 2023 and will change.



For more information, or to schedule an appointment to reserve ad space, please contact: Rhonda (Siebecker) Hess at: rhondalynsiebecker@gmail.com or Call: 608.340.2177

Reserve your space in 2024 Visitor Guide

Next Level Creative will help you support the Baraboo Area Chamber of Commerce once again through the 2024 Discover Real Baraboo Community and Visitor's Guide! Last year's guide was very well received and we expect the momentum to continue.

Next Level Creative is keeping the advertising rates the same as last year (see rate sheet below), so renewing your ad will be easy and affordable. They're also keeping the popular free highlighted listing with

each paid ad to further enhance your potential reach to Baraboo visitors and community members.

Feel free to let us know what changes you would like made to attract those visitors who will be coming to the Baraboo area. You can use an updated version of your 2024 ad or the design team can create a new ad (included in the cost).

Rhonda (Siebecker) Hess will be following up with a phone call or an in-person meeting within the next two to three weeks.

Advertising Rates

Size	Rates
Back Cover*	\$3,200
Inside Front Cover*	\$2,760
Inside Back Cover*	\$2,400
Full Page*	\$2,160
2/3	\$1,600
1/2	\$1,050
1/3	\$870
1/6	\$525

VALUE OFFER: Guaranteed placement add 15%

Ad payment due upon reservation agreement
All display ads are 4-color process.

Advertising Sizes

Trim Size	8.375" w x 10.875" h
1/6 Page Vertical	2.25" w x 4.75" h
1/6 Page Horizontal	4.75" w x 2.25" h
1/3 Page Vertical	2.25" w x 9.875" h
1/3 Page Square	4.75" w x 4.75" h
1/2 Page Vertical	4.75" w x 7.25" h
1/2 Page Horizontal	7.25" w x 4.75" h
2/3 Page Vertical	4.75" w x 9.875" h
Full Page w/1/8" bleeds	8.625" w x 11.125" h

LIVE Area (safe area) for full page ads: 7.375" w x 9.875" h
Bindery method is Saddle Stitched

DEAL for 2024

Enhanced business listing included with all ad reservations. Business name, Address, Phone number, Website with a shaded background to enhance your listing focus.

* Note: Shaded color and design may vary year-to-year.

** If you'd like an Enhanced listing but do not want an ad the cost is \$150

PROVIDED ADS

We use Apple-based hardware and software, but can accept a wide variety of 300 DPI or higher-resolution file types for your ads. Types of files accepted include: TIFF, PDF, EPS, and JPG. If you have an ad in a different file type, please call our production department at 608-356-6640.

Guidelines for provided ads

All provided ads will be reviewed for quality purposes

- Your ad must be press-quality (300 dpi) designed with proper size and bleeds.
- Color specifications are CMYK 4-color process. Ads containing spot colors or RGB color specifications will be automatically converted to 4-color process.
- Logos and type must be at a readable size and at a design standard required for book quality.
- Inappropriate content will not be accepted.
- Build your ad within the correct trim size. Borders must be clearly defined. Add 1/8" bleed on all full page ads.
- File transfer: most ad files will be small enough to e-mail. If the file is over 7 MB, please call 608-356-6640 and we'll retrieve it via FTP or with our representative's USB.
- Submit press-ready ads to: nellie@nextlevel-creative.com

Questions:

Nellie at 608-393-8807
Rhonda at 608-340-2177

Any question is OK, we are here to make this book successful!

We can design your ad

Professional design services are provided with your ad cost

- Decide on ad size and reserve.
- Provide final proofed copy and direction on your ad's message.
- If you have a brand style developed for your business, please provide that in your contract.
- Logo and photos must be print quality high-resolution 300 dpi and provided digitally. If you do not have such materials, we can assist.
- Next Level Creative will provide a proof of your ad and you will have an opportunity to make changes.

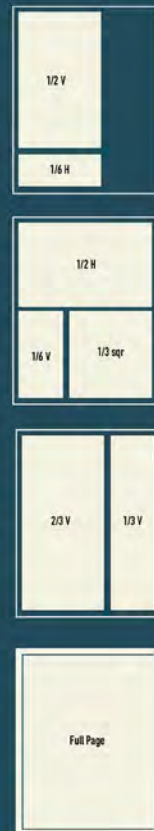
Our digital file types include:
Adobe Creative Suite
InDesign, Photoshop,
Illustrator & Acrobat Pro

PROOFING

All final ads will proof via e-mail or, if a physical printed proof is requested, add \$15 which includes standard USPS postage. Please add this to your ad's cost. All ads require advertiser to sign-off and any information that's incorrect after sign-off is the advertiser's responsibility.



For questions regarding ad design or production, please contact: Nellie Schmitz at: nellie@nextlevel-creative.com or call: 608-393-8807





WUNDERBAR!

Baraboo Oktoberfest draws 700+ people in its 2nd year



Live music, local craft beer, food trucks and games drew nearly 750 people to our second annual Baraboo Oktoberfest at Circus World.

The Barabrew Wisconsin Bierchoir, Big Griffy Jim and the Polka Dots, and Gold Dust Women packed the hippodrome.

Oktoberfest flavors from Tumbled Rock Brewery and Al. Ringling Brewing satisfied all thirsts.

A wunderbar time was had by all!





THANKS TO:

- all who attended Oktoberfest
 - our dedicated crew of volunteers
 - our hosts at Circus World
 - our vendors
 - our Partner Package sponsors
 - our Biergarten sponsor, Bug Tussel
- AND LAST, BUT NOT LEAST:
- our Presenting Sponsor, Fairfield Inn & Suites



Special event for Chamber members features giveaways

Mike's Italian to serve feast October 23

We can't wait to thank you for supporting the Chamber. Our annual Member Appreciation Event will be held from 5-7 p.m. Monday, October 23 at Mike's Italian Restaurant and the Clarion Hotel.

Mike and his team will serve an Italian feast, and everyone in attendance will be eligible for the evening's ticket giveaways!

What ticket giveaways, you



ask? We'll be giving away seats to upcoming Ho-Chunk Gaming shows, as well as Packers tickets!

[Register here](#)



ALTHOFF

From the front page

inaugural Oktoberfest, and beverage sales were up 50 percent. And we didn't run out of beer! (In case you don't remember, last year, yours truly had to make three urgent beer runs to a local liquor store to keep the thirsty masses at bay.)

A big thank you to our title sponsor, Fairfield Inn & Suites

Baraboo; to our dozens of other business sponsors; to our fest royalty, Mike and Bonnie Palm; to Circus World for hosting the event; to our dozens of volunteers; and to the Chamber's Tourism Committee for helping plan the event – Shelley Mordini, Julie Hearley, Nellie Schmitz, Beth Anacker and Tom Patel.

The good news is we had a very successful event. The even better news is planning is already under way for 2024!



Go pink with Driftless Glen

We are so excited to announce that – for the 3rd year – we have turned our Small Batch Bourbon labels pink (normally black and copper) this October in honor of Breast Cancer Awareness.

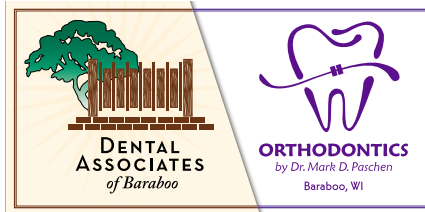
Join us in raising awareness and funds for a cause near and dear to many of our hearts! \$3 from each pink bottle of bourbon is going directly to local cancer research.

These pink-label bottles of Small Batch Bourbon will be available in the month of October at the distillery (300 Water St in Baraboo, WI) as well as in stores across Wisconsin.

In 2022, this campaign raised \$25,350. In 2021, this campaign raised \$14,562. Pick up a bottle from the distillery or your local liquor store today!

Learn more [online](#).

CALENDAR OF EVENTS



Dental Associates/Paschen Ortho open house

5-7 p.m. Tuesday, Oct. 3
Paschen Orthodontics/Dental Associates

Paschen Orthodontics and Dental Associates of Baraboo are excited to share new technology with Chamber members and their guests! Appetizers, beer, wine and soft drinks will be served.

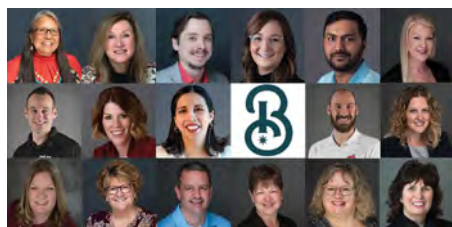
[REGISTER](#)



MBE CPAs presents Business After 5

5-7 p.m. Monday, Oct. 9
E10890 Penny Lane, Baraboo

Greet fellow Chamber members and check out the renovation of MBE CPAs' offices north of Baraboo! [REGISTER](#)



Board of Directors meeting

Monday, October 16 from noon to 1 p.m.
Visitor Center

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



Ambassadors Club meeting

5:30 p.m. Monday, October 16
Tumbled Rock Brewery & Kitchen

Brainstorm about new members and upcoming events as we gather for camaraderie at Tumbled Rock Brewery & Kitchen.



Member Appreciation Event

5-7 p.m. Monday, October 23 · Mike's Italian Restaurant/Clarion Hotel

The Chamber will thank its members for their support by setting up an Italian feast and giving away event tickets! Mike's Italian Restaurant will serve dinner at the Clarion as the Chamber gives away tickets to upcoming Ho-Chunk Gaming shows and a Green Bay Packers game. Admission costs \$10. [REGISTER](#)



Lunch & Learn seminar presented by Hope House

12-1 p.m. Thursday, October 26 · Visitor Center conference room

You are invited to Workplaces Respond to Domestic Abuse, a Lunch & Learn seminar presented by Hope House of South Central Wisconsin. You'll hear Jess Kaehny, Hope House's Community Education Program Manager, discuss how to make your workplace safer by proactively addressing domestic violence. [REGISTER](#)

Agrace presents Business After 5

5-7 p.m. Monday, November 13
Agrace Baraboo, 1670 South Boulevard

Take part in a Fall Harvest Business After 5 at the Agrace offices. A short welcome/presentation will take place at 5:45 p.m. Agrace will provide food and drink tickets. [REGISTER](#)



Business After 5 at Ho-Chunk

5-7 p.m. THURSDAY, Dec. 14
Ho-Chunk Gaming

Close out a banner year of Business After 5 events with a special Thursday night installment at Ho-Chunk Gaming. This annual favorite will feature great food and entertainment at the casino! [REGISTER](#)

880 14th Street
Baraboo, WI 53913

paschenorthodontics.com



**PASCHEN
ORTHODONTICS**



OPEN HOUSE

for Chamber Members and their Guests

**PASCHEN ORTHODONTICS at
DENTAL ASSOCIATES OF BARABOO**

*We are excited to share our
new technology with you!*

**Tuesday, October 3, 2023
5:00-7:00 P.M.**



Appetizers, beer, wine, and
soft drinks will be served

Hosted by:

**Dr. Mark Paschen
Dr. Dani Meirick Imerman**

RSVP by September 25
kcowan@baraboodental.com

RIBBON CUTTING: FAIRFIELD INN& SUITES



We officially welcomed Fairfield Inn & Suites - Baraboo to the community Sept. 13 with a ribbon cutting. The 97-room hotel features a fitness center, an indoor-outdoor hot tub and hot breakfast daily.





CONTINUING TO THRIVE AT

25

COMMUNITY FOUNDATION
HOSTS BUSINESS AFTER 5

The Community Foundation of South Central Wisconsin celebrated its 25th anniversary by hosting Business After 5 on Sept. 12 at Baraboo Arts. Not only did the Foundation invite 25 local nonprofits to showcase their services at the event, but it handed over a \$1,000 grant to each one!



SEPTEMBER HIGHLIGHTS



AMBASSADORS CLUB MEETING
Ski Hi Fruit Farm • September 18

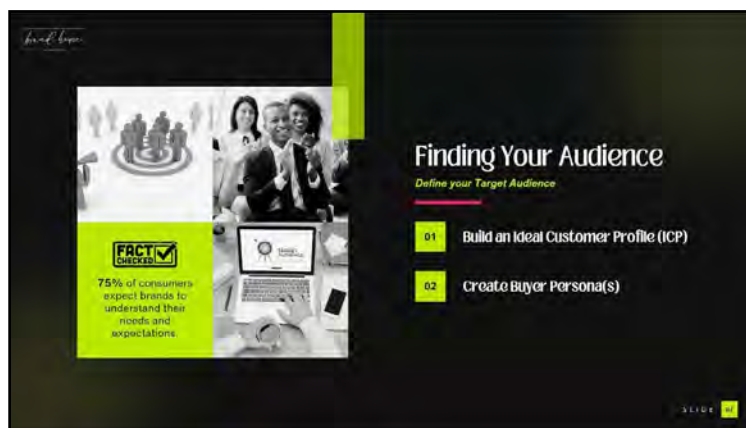


SYNERGY METALWORKS TOUR

Thanks to CEO Melanie Burgi, Director of Business Management and Finance Adam Bradley and their team for a fascinating tour of Synergy Metalworks. Remember, October is Manufacturing Month!



SURPRISE PARTY FOR BOB
Festival Foods • September 28



SOCIAL MEDIA MARKETING LUNCH & LEARN
Brand House Marketing • September 14



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Dr. Mark D. Paschen
Dr. Dani Meirick Imerman

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