



BARABOO AREA CHAMBER & TOURISM

CELEBRATING OUR DISTANT PAST, LOOKING TO OUR IMMEDIATE FUTURE

Darren Hornby
Executive Director

Can you believe the Chamber is turning 70 this month? And that local business associations existed even before that? We are looking pretty good for our age, if you ask me.

In January 1951 the state approved the incorporation of the Baraboo Chamber of Commerce. But the organization's roots lie in commercial associations that began in the 19th century. I say we make 140 look great! Be sure to read on in this month's edition of the Chamber Review and enjoy a look at the organization's history.



Unfortunately, we won't be able to celebrate our 70th official birthday in grand style this month. Typically we would commemorate such a mo-

mentous anniversary at our Annual Dinner, but this year our annual meeting will take place online. We'll take care of official business and honor the winner of the 2020 President's Award, but the rest of the annual awards program will be suspended until 2021.

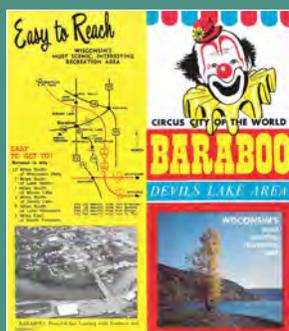
As we look to the year ahead, I'm pleased to report that our Board of Directors will feature some familiar faces and some newcomers. Our outgoing President Jake Franzen will stay on the board, as will Brandon Green, who has accepted the post of Vice President. Meanwhile, the board will welcome four fresh faces: Ana Torres of Las Milpas, Tracy Buglass of Agrace, Shelley Mordini of Baraboo Tours and Raegen Trimmer of Re/Max Grand. Many thanks to Jason Grossenbacher of Festival Foods, Nanci Trimmer of Re/Max Grand, Brandon Wegner of Bank of Wisconsin Dells and Jim Carter of Devil's Lake State Park for their years

of service on the board.

I feel we have much to look forward to in 2021. Vaccines effective against COVID-19 already are being administered. I hope this will allow for the return of the Big Top Parade, and for the introduction of a full-blown Baraboo Oktoberfest. I'm also looking forward to resuming all the gatherings we once took for granted, from Business After 5 events to Ambassadors Club meetings to ribbon-cutting ceremonies. Perhaps our greatest gain from the challenges of 2020 was a painful lesson that we were taking too many things for granted before the pandemic.

Just think, the Baraboo Commercial Association - a precursor to the Chamber - was just getting off the ground when the Spanish flu hit. More than a century later, here we are, in good times and bad, working to boost the Baraboo Area's economy and promote tourism. And looking good doing it, if I do say so myself.

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NEW MEMBERS

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Chamber celebrates 70 years

By Paul Wolter

Sauk County Historical Society

In January of 1951 the state of Wisconsin made the incorporation of the Baraboo Chamber of Commerce official. But the organization's origins go back much farther.

The Chamber appears to have its roots in the Baraboo Commercial Association, which incorporated on September 15, 1913 and was active for some time before that.

Even before this group started there were other attempts at business clubs, including a Baraboo Business Club, which existed for a short time in the late 1800s followed; by the Ten Thousand Club, which was succeeded by the Baraboo Commercial Association.

The Baraboo Commercial Association advocated for "a Hustling, Rustling, Bustling Baraboo."

The group boasted that there was more hydroelectric power in the area than any other part of the state. This was due to the two dams at Kilbourn (we call it Wisconsin Dells today) and Prairie du Sac. The active iron ore mine of the area were also touted. Annual dues in the organization were \$5.

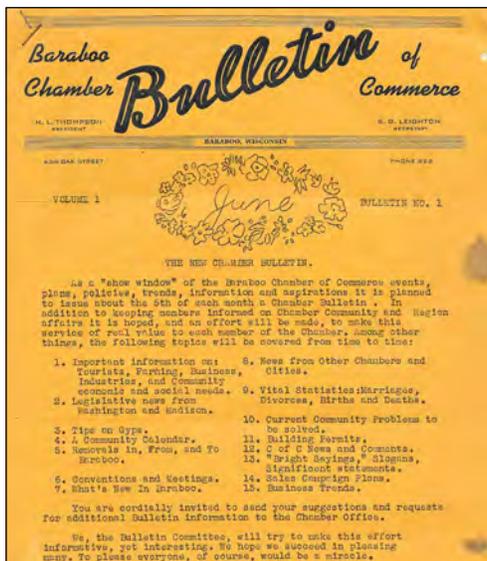
Promotional material from the group from 1914 proclaimed, "Baraboo's facilities meet your needs - Abundant water power and hydro electric power, hardwood timber, finest farm land in state, best fruit soil and climate in northwest. Ideal home city, tourists' paradise. Good public school and churches."

Around the late 1910s it appears that the Baraboo Commercial Association evolved into the Baraboo Chamber of Commerce.

In the 1920s the Chamber was busy doing many of the same things it does today, including



BARABOO NEWS REPUBLIC



promoting tourism. One Baraboo Chamber giveaway opened up to include a beautiful panorama of Devil's Lake and proclaim the many recreational activities available in the era. The relatively new Al. Ringling Theatre was also highlighted along with the area's first water slide.

In 1932 the Chamber operated committees on Finance, Business Promotion, Tourist Advertising,

Industry, Solicitation, Public Affairs, Entertainment, Roads and Agriculture

In 1949 the first issue of a "new" Baraboo Chamber of Commerce Bulletin was issued, jam-packed with helpful information on tourism, farming, business, industries and economic and social needs in the community. The Bulletin reminded readers that the Chamber was not a club but a business, a service bureau and a publicity agency. It was two years later that the Baraboo Chamber of Commerce incorporated, with paperwork being filed in December 1950 and certified by the state in January of 1951. Thus began what we could deem the "modern" era of the Chamber.

Baraboo's circus heritage has always been a big part of the Chamber's activities, from hosting and promoting events like circus parades to using the circus as a draw for tourists and visitors.

A radio and TV auction was a

part of the many fundraising activities the Chamber has implemented over the years. Over the years events have ranged from crab boils to golf outings to raffles to parades.

Throughout the years the actual office of the Chamber has been in a variety of places. It was located downtown at the Civic Center until 1999. Things changed with the construction of the Chief Yellow Thunder Baraboo Area Visitor's Center. This was a joint project of the-then Baraboo Area Community Foundation (now the Community Foundation of South Central Wisconsin) and the Baraboo Area Chamber of Commerce.

The Chamber remains today as relevant and important as ever, constantly helping our community adjust and adapt to economic forces.

Throughout the years the Chamber has been the Baraboo Area's biggest cheerleader – loudly proclaiming the benefits of living here, starting a business here and visiting the area with its many layers of historical, cultural and natural attractions.

The Chamber is a voluntary partnership of business and professional people working together to build a healthy economy and to improve the quality of life in our community.

Chamber members are businesses, organizations and individuals concerned with the socioeconomic

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- 7 Miles South of Mirror Lake
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- 9 Miles North of Wisconsin Dells
- 9 Miles North of Lake Wisconsin
- 3 Miles East of North Freedom

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Only 260 beautiful miles from St. Paul

BARABOO: Peaceful but buzzing with business and Industry!!

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BARABOO

DEVILS LAKE AREA

WISCONSIN'S most exciting recreation spot

climate of our community; people who work together and speak as one voice to get things done. The mission of the Chamber is to provide leadership for the Baraboo Area in an effort to improve the economic environment and assist community development. As it works to better our community's economy and quality of life, the

Chamber keeps these broad objectives in mind:

- to help businesses prosper and grow;
- to increase job opportunities;
- to encourage an orderly expansion and development of all segments of the Baraboo area;
- to contribute to the overall economic stability of the Baraboo area.

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Eclectic Treasures wins window contest



Eclectic Treasures in downtown Baraboo won our holiday window decorating contest with an impressive display. Don-Rick Insurance finished second in the popular vote, followed by Countryside Refind.

The Chamber partnered with Downtown Baraboo Inc. in introducing a Holiday Window Walk and holding a contest whose winners were determined by online voting.

Some 23 businesses downtown and throughout the community entered the contest and decorated their storefronts with gusto.

RECENT FEATURED SPONSORS



HOLIDAY OPEN HOUSE



We were overjoyed to see many of you pass through the Visitor Center during last month's Holiday Open House.



Visitors stood gazing in awe at Darren's epic Christmas decorations throughout December!





RAFFLE WINNERS

We were pleased to hand out the last three checks to our 2020 Cash Raffle winners this month! here, Michelle French, Marty Ferguson and our own outgoing board secretary Nanci Cafilisch happily pose with oversized checks representing their \$1,000 winnings.

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WI Exposure Notification

Use your phone to stop the spread of COVID-19.

The WI Exposure Notification app is available to download for free from the Google Play Store or enable in Settings on your iPhone. The more people who use the app, the faster we can stop the spread of COVID-19 in Wisconsin.

What is WI Exposure Notification?

WI Exposure Notification is a smartphone app that uses Bluetooth Low Energy technology to help stop the spread of COVID-19 in Wisconsin. Once you activate the app, your phone exchanges anonymous signals with other phones that are near it for at least 15 minutes. If somebody who has the app tests positive for COVID-19, they can then send an alert using the app to the phones with those signals. This will allow people who are close contacts to quickly get the care they need and avoid exposing others to the virus.

How to add WI COVID-19 Exposure Notification to your phone

The WI Exposure Notification app is available to download for free from the Google Play Store or enable in Settings on your iPhone. The more people who use the app, the faster we can stop the spread of COVID-19 in Wisconsin.

Android Android users 18 and up can download WI Exposure Notification from the Google Play Store.

iPhone For iPhone users 18 and up that are running iOS version 12.5 or later, WI Exposure Notification can be enabled directly from your iPhone settings—no download needed.

1. Go into Settings
2. Scroll down to Exposure Notifications
3. Turn on Exposure Notifications
4. Select United States > Wisconsin

For technical assistance, call 833-941-1652.

How WI Exposure Notification protects your privacy

DHS is committed to protecting your privacy. WI Exposure Notification does not gather:



Your name



Your contact information



Your location or movements



The identity of the people you meet

WI Exposure Notification uses Bluetooth Low Energy technology to identify and notify close contacts. Bluetooth signals are randomly assigned to your phone and change every 15–20 minutes. The app does not gather or store any of your personal information or remember your location.

Why is using WI Exposure Notification important?

Using WI Exposure Notification is an important action you can take to help stop the spread of COVID-19 in Wisconsin, just like wearing a mask, physically distancing, and washing your hands. Using the app allows you to get the care you may need sooner and reduces the risk of exposing your family or others in your community.

Visit www.dhs.wisconsin.gov/covid-19/notifications.htm for more information.



**YOU
STOP
THE
SPREAD**



WISCONSIN DEPARTMENT
of HEALTH SERVICES
P-02871 (12/2020)

HUMAN TRAFFICKING IN RURAL WISCONSIN: RECOGNIZING AN EPIDEMIC

PRESENTED BY SARAH YANKE

WHEN

**Wednesday, January 27, 2021
10:00–11:30 AM**

WHERE

**Webinar via ZOOM link
Free of charge**

REGISTER HERE:

<https://www.surveymonkey.com/r/HTJan2021>

This seminar will go beyond the basic issues of human trafficking and how it is affecting Wisconsin – especially the rural communities.

Topics will include:

- **An overview of on-line trafficking**
- **Trafficking Myths + Misinformation vs. Facts**
- **How Trafficking impacts marginalized communities**
- **Tips for citizens who want to help**
- **Community topics and a Q&A section**



SARAH YANKE

Sarah is the Anti-Trafficking Advocate at Hope House of South Central Wisconsin, working in five counties to bring attention to the prevalence of the issue and to help those affected by Human Trafficking.

QUESTIONS:

**Contact Deb at
608.356.9123 ext. 120
or**

debb@hopehousescw.org

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- Circus World
- Cold Water Canyon at Chula Vista Resort
- Corner Drug
- Hometown Pharmacy
- Culligan
- Culver's of Baraboo
- Dells Watersports/Mirror Lake State Park Boat Rentals
- Digital Requests Mobile DJ Service & Photo Booth
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- Don Larson Superstore
- DQ Grill & Chill
- Driftless Glen Distillery
- Elysian Salon
- At Aspire Salon Suites
- Exquisite Salon LLC (Deb Burroughs) At Aspire Salon Suites
- Fairfield Hills Golf Course & Range
- Family Values Thrift Store
- Flyways Waterfowl Experience
- Gateway Metabolic Weight Loss, LLC
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- Golden Needle Embroidery & Screen Printing
- Grainery (The)
- Green Vine
- HuHot Mongolian Grill
- International Clown Hall of Fame
- Log Cabin Restaurant and Bakery
- Lost Temple
- Lower Dells Boat Tour
- Mailboxes, Pack 'n Ship
- Mama Mia's Pizza
- Meat Market (The)
- Mid-Continent Railway Museum
- Minuteman Press
- Monk's Bar & Grill - Lake Delton
- Neat-O's Bake Shoppe
- Original Wisconsin Ducks
- Papa Murphy's
- Take 'N' Bake Pizza
- Paul Bunyan's Cook Shanty
- Pizza Ranch
- Pointon Heating & Air Conditioning
- Prairie Flower Beads
- RadioShack
- Reformed Skin Care LLC
- RescueTech Mobile
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- Riverside Rentals
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- Sprecher's Restaurant & Bar
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- Stampin' Up!
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- Total Design – Tara Greenwood
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