

JoAnn Erickson

From: Ashland Chamber of Commerce <info@visitashland.net>
Sent: Monday, October 19, 2020 4:25 PM
To: officemgr@visitashland.com
Subject: COVID -19 Business Update for 10-19-2020



COVID updates 10-19-2020

Good Monday to everyone!

Just a reminder if you didn't hear... There are new grants from the State of Wisconsin. Here is a run down and the application process opened today and runs through October 28th.

WEDC is announcing the Phase 2 of, " We're All In", Grants:

The, "We're All In Small Business Grant", application portal on the Department of Revenue website opens 8 A.M. on Monday, October 19, 2020, and ends at 11:59 P.M. on November 2nd, 2020. The application will be live on the Department of Revenue's website on Monday, October 19th,

2020 at revenue.wi.gov.

A business may apply for the, " We're All In", Small Business Grant if it:

- The business started operating prior to January 1, 2020 and operated in 2020;
- Is Wisconsin-based and for-profit;
- Employs 50 or fewer full-time equivalent (FTE) employees, including the owner; and
- Has more than \$0 but less than \$1 million in annual revenues.

Businesses will not be eligible for the grants if they are:

- Part of a national chain, unless the business is a third-party franchise;
- The business must not be a governmental unit or primarily engaged in any of the following

North American Industry Classification System (NAICS) codes beginning with:

- o 111XXX - Crop Production
- o 112XXX - Animal Production or Aquaculture
- o 5311XX - Lessors of Real Estate
- o 813XXX - Nonprofit Organizations

To prepare for the application process, businesses should be ready to input information from their 2019 taxes into the Department of Revenue application:

- Have filed their 2019 federal and Wisconsin taxes.
- Identify the North American Industry Classification System (NAICS) code: This information may be included in a business's tax return, or through the NAICS website: <https://www.naics.com/naics-code-description/>.

Here are some other grant programs you can subscribe to, if you are interested, by following these

links. You can sign up for updates/be notified when the application goes live.

COVID-19 Out-of-School Support Grant

Program https://public.govdelivery.com/accounts/WIGOV/subscriber/new?topic_id=WIGOV_117

COVID-19 Lodging Property Grant

Program https://public.govdelivery.com/accounts/WIGOV/subscriber/new?topic_id=WIGOV_118

COVID-19 Movie Theater Grant


Program https://public.govdelivery.com/accounts/WIGOV/subscriber/new?topic_id=WIGOV_119

COVID-19 Live Music and Entertainment Venue Grant

Program https://public.govdelivery.com/accounts/WIGOV/subscriber/new?topic_id=WIGOV_120

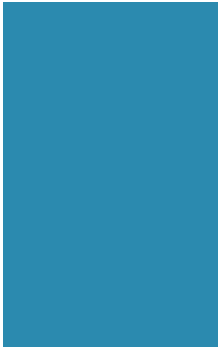
"Witches' DAY Out" will take place on Thursday, October 22nd - We have 29 participating businesses so take a peek at these great deals! This year they run All Day starting at 10am and going until 7pm!! This is typically the busiest retail event and usually we see crowds of people between 4-7 so we have scheduled an all-day affair (10am-7pm) for this year to curb the numbers at each store. [Click here for a list of sales.](#)

We are working on a huge Public Relations blitz that will definitely take place in Wisconsin, and hoping to have National participation from the National Main Street Organization. It's a PR campaign to encourage shoppers to Shop on Main before you Shop on Line! We have so many fabulous businesses in Ashland, and they would very much appreciate everyone's support this critical holiday season! We've all been through tough times, but especially retail, food & beverage and some very specific service sectors like beauty salons, and massage therapists. A gift certificate to a certain business makes a great gift for the person that has EVERYTHING! And, it will make them feel good that you shopped locally for that gift. We also sell Chamber Dollars that are used for the full amount at only local chamber member businesses.




Here's hoping you are all safe and well!! It's going to be a crisp week, so take a peek at the hot specials at the restaurants and the retailers for Witches' DAY Out, and thank you so very very much for shopping local!!

**Here is the latest PSA from the City of Ashland regarding
Trick or Treating**




HALLOWEEN COVID STYLE


- CITY OF ASHLAND HOURS FOR TRICK OR TREATING WILL BE ON SATURDAY, OCTOBER 31, 2020 FROM 5-7 PM.
- RESIDENTS OF CHAPPLE AVENUE HAVE DECIDED THAT THE TRADITIONAL CHAPPLE AVENUE TRICK OR TREATING EVENT WILL NOT HAPPEN THIS YEAR. MOST HOUSES ON CHAPPLE WILL HAVE THEIR LIGHTS OFF AND THE STREET WILL NOT BE CLOSED AS IT USUALLY IS. CHAPPLE AVE HALLOWEEN WILL RETURN IN 2021.
- REMINDER LIGHTS ON = OK TO TRICK OR TREAT; LIGHTS OFF = PLEASE DO NOT KNOCK. PLEASE RESPECT THOSE HOMES WITH THE LIGHTS OFF, THEY ARE CHOOSING TO PROTECT THEMSELVES AND THEIR FAMILIES .
- PARENTS ARE STRONGLY ENCOURAGED TO SUBSTITUTE LOW RISK FAMILY ACTIVITIES THIS YEAR. A LIST OF LOW RISK, MODERATE RISK AND HIGH RISK ACTIVITIES TO DO FOR HALLOWEEN CAN BE FOUND AT [HTTPS://WWW.CDC.GOV/CORONAVIRUS/2019-NCOV/DAILY-LIFE-COPING/HOLIDAYS.HTML#HALLOWEEN](https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays.html#halloween).
- MASKS SHOULD BE WORN BY PARENTS AND CHILDREN WHO CHOOSE TO GO TRICK OR TREATING AND MAINTAIN SOCIAL DISTANCE.
- AVOID HALLOWEEN PARTIES INDOORS OR OUTDOORS.
- FOR THOSE CHOOSING TO TRICK OR TREAT, PLEASE STAY IN YOUR OWN NEIGHBORHOOD AND COMMUNITY THIS YEAR.



Halloween 2020 COVID Style

Many traditional Halloween activities can be high-risk for spreading viruses, below are several safer, alternative ways to celebrate Halloween.



<div style="background-color: #e0f0ff; text-align: center; padding: 5px; margin-bottom: 10px;">Lower risk activities</div> <ul style="list-style-type: none"> Carving or decorating pumpkins with members of your household with neighbors or friends at a safe distance Decorating your house, apartment, or living space Doing a Halloween scavenger hunt Having a virtual Halloween costume contest Having a Halloween movie night with people you live with Having a scavenger hunt-style trick-or-treat search with your household members in or around your home 	<div style="background-color: #fff0e0; text-align: center; padding: 5px; margin-bottom: 10px;">Moderate risk activities</div> <ul style="list-style-type: none"> Participating in one-way trick-or-treating where individually wrapped goodie bags are lined up to grab and go Having a small group, outdoor, open-air costume parade Attending a costume party held outdoors where protective masks are used and people can maintain social distance. Going to an open-air, one-way, walk-through haunted forest wearing a mask and maintaining social distance Visiting pumpkin patches or orchards and using hand sanitizer, wearing a mask and maintain social distance. 	<div style="background-color: #fff0e0; text-align: center; padding: 5px; margin-bottom: 10px;">Higher risk activities</div> <ul style="list-style-type: none"> Participating in traditional trick-or-treating where treats are handed to children who go door to door Having trunk-or-treat where treats are handed out from trunks of cars lined up in large parking lots Attending crowded costume parties held indoors Going to an indoor haunted house where people may be crowded together and screaming Going on hayrides or tractor rides with people who are not in your household <div style="text-align: center; margin-top: 20px;">  </div>
<div style="background-color: #ffe0e0; text-align: center; padding: 5px; margin-bottom: 10px;">Travel</div> <ul style="list-style-type: none"> Do not travel to a rural fall festival that is not in your community if you live in an area with community spread of COVID-19 	<div style="background-color: #e0f0ff; text-align: center; padding: 5px; margin-bottom: 10px;">Masks</div> <ul style="list-style-type: none"> A costume mask (such as for Halloween) is not a substitute for a cloth mask. A costume mask should <u>not</u> be used unless it is made of two or more layers of breathable fabric that covers the mouth and nose and doesn't leave gaps around the face. 	

The above information was taken from the CDC Website, more can be found at <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays.html>

What's happening?

- 10/12-21/2020**

Scarecrow contest – Downtown Ashland It's time to build a scarecrow! Let's have some fun!! Attention, Chamber Business Owners: 2020 Scarecrow Contest. Chamber Members! Have fun being creative as you design and build a scarecrow out of whatever materials you like.

(Scarecrows must be displayed outdoors to be eligible win). First place prize is \$75 in Chamber Dollars, Second place prize \$50 in Chamber Dollars, Third place prize \$25 in Chamber Dollars. Again completed scarecrows should be on display October 12 through October 21. Be sure to call (715-682-2500) or email the chamber (info@visitashland.com) register your scarecrow with the Chamber!

- **10/22/2020:**

Witches' Day Out is a fun night of shopping and being appreciated. From 10am- 7 pm visit participating businesses, and register for a chance to win the *grand prize*: \$50.00 in Chamber Dollars! Stop by area retail businesses between the hours of 10am and 7pm for some spooktacular specials. Specials coming soon....

- **10/22-25/2020**

Ashland High School Drama Prentice Park Halloween Production
"Monster Meet and Greet" 6:30-9:30pm at Prentice Park. Starting at the large pavilion at Prentice Park, three short skits with different monsters with a Q & A afterwards. Please call to reserve evening and time as we're limiting attendance to 10-15 people per tour. One hour (maximum) tours for young and old. Three tours nightly starting at 6:30pm, \$5 per tour-social distancing; masks required; children can come in costume. Leave a message with name; date and time desired & return phone number. joannedormady@hotmail.com or 715-682-3786

- **10/24-25/2020**

Oulu Corn Maze, 2595 Pudas Road, Oulu. Adults \$8, 11 & under \$7. Following Covid Guidelines. 715-372-4148 or 715-815-0248 www.oulucornmaze.com

- **10/25/2020**

A drive thru Pig-in-the-blanket and meatball dinner at the Benoit Community Center 11am-2pm or until the food is gone. \$10 per meal.

- **10/29-31/2020**

Home Expressions Christmas Open House, 116 Main Street West. Thursday (10/29) 5-8pm, Friday (10/30) 10am-5:30pm and Saturday (10/31) 10am-4pm. 715-682-2455.

- **10/30/2020**

Drive in Movie night at Mt Ashwabay. Ghostbusters around 7pm (half hour after dusk) and followed by Night of the Living Dead. Limit 50 vehicles \$20 per vehicle per film. First come first serve. 715-373-5017.

- **10/31/2020**

Trinity Lutheran Church Giveaway, 701 Vaughn Ave., will be setting out Fall Harvest Goodie Bag on Halloween from 5-7pm for children ages 3-10, but all ages are welcome. There will be a set number of bags set out on a first come, first serve basis. If you would like a bag sent to your house, please visit our website at ashlandtrinitylutheran.org and click on the Harvest Festival link to sign up. Please sign up by Oct. 24. Have a safe and happy Halloween. Any questions call 715-495-7338.

November

- **11/03/2020**

ELECTION DAY – VOTE

- **11/05/2020**

WITC-Ashland Drive Thru, 2100 Beaser Ave., 11:30am-1:30pm. Info To Go! You'll receive a bag with program and financial aid info, a FREE

application voucher, and lots of other freebies! No need to exit your car. Staff will be wearing masks and gloves. Follow the traffic flow to be served. Open your window to receive your bag. DOOR PRIZES! For more information call 715-682-4591 ext 3192 www.witc.edu/drivethru

- **11/05-07/2020**

Superior floral & gifts Christmas Open House, 420 Lake Shore Dr West. Thursday (11/05) 4-7pm, Friday (10/06) 10am-5pm and Saturday (11/07) 10am-5pm. 715-292-9382

- **11/07/2020**

Chick-uamegon Women's 1mile/5K/10K. GIRLS just wanna have FUN!! **And** we know how to do it here in Ashland, WI and now we have a race for everyone! Get your girlfriends together and come to Ashland dressed in your blingest best and walk, run, skip or jump in the eighth annual Chick-uamegon 1-mile/5k/10k walk/run. Due to COVID-19 We are changing things up! This year's race will be truly a FUN RUN. In place of tiaras and medals, each finishing chick will receive a \$5 Chamber Dollar Certificate to be spent in our community, at Bricks and Mortar Chamber Member Businesses. Ashland Retailers will have specials. Prizes will be given away to; 3 places for Blingest or Best Costume (\$50/\$25/\$25 in Chamber Dollars); Blingest Face mask (\$25 in Chamber Dollars); Blingest Shoes/Sneakers/Boots/whatever is on your feet (\$25 in Chamber Dollars); Best Dressed Volunteer (\$20); 3 random drawings (each \$20 in Chamber Dollars) Chicks will be social distanced at the start. Face masks or coverings are mandatory until the race has started. for more information go to www.chick-uamegon.com

Business Update:

- **Hugo's Pizza** - Open for dine-in, take-out and delivery.

If you would like to view any of the past COVID-19 updates from the Ashland Chamber go to <https://www.visitashland.com/events/covid-19-updates/>

SUPPORT YOUR SMALL BUSINESSES

Check out our **One Stop Gift Certificate Shop** on our E-commerce page at [visitashland.com. https://shop.visitashland.net/15-chamber-store](https://shop.visitashland.net/15-chamber-store)

Attention, Chamber Business Owners: 2020 Scarecrow Contest October 12- 21

It's time to build a scarecrow! Let's have some fun!!

Chamber Members! Have fun being creative as you design and build a scarecrow out of whatever materials you like. (Scarecrows must be displayed outdoors to be eligible win)

First place prize is \$75 in Chamber Dollars, Second place prize \$50 in Chamber Dollars, Third place prize \$25 in Chamber Dollars.

Again completed scarecrows should be on display October 12 through October 21.

Be sure to call (715-682-2500) or email the chamber (info@visitashland.com) register your scarecrow with the Chamber!

Witches' DAY Out October 22, 2020

**Witches' Night Out is a fun DAY of shopping and being appreciated.
October 22, 10- 7pm.**

**On "Witches' DAY Out", visit participating businesses, and register for
a chance to win the grand prize: \$50.00 in Chamber Dollars!**

Stop by area retail businesses between the hours of 10am and 7pm for some spooktacular specials.

[Click her for the list of specials.](#)



Chick-uamegon Womens 1-mile/5k/10k

GIRLS just wanna have FUN!! **And** we know how to do it here in Ashland, WI and we have a race for everyone!

On November 7, get your girlfriends together and come dressed in your blingest best and walk, run, skip or jump in the eighth annual Chick-uamegon 1-mile/5k/10k walk/run.

Due to COVID-19 We are changing things up! This year's race will be truly a FUN RUN.

In place of tiaras and medals, each finishing chick will receive a \$5 Chamber Dollar Certificate to be spent in our community, at Bricks and Mortar Chamber Member Businesses. Ashland Retailers will have specials.

Prizes will be given away to; 3 places for Blingest or Best Costume (\$50/\$25/\$25 in Chamber Dollars); Blingest Face mask (\$25 in Chamber Dollars); Blingest Shoes/Sneakers/Boots/whatever is on your feet (\$25 in Chamber Dollars); Best Dressed Volunteer (\$20); 3 random drawings (each \$20 in Chamber Dollars)

Chicks will be social distanced at the start. Face masks or coverings are mandatory until the race has started.

For more information and to register go to: www.chick-uamegon.com



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The eblast is from:

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