

From: Ashland Chamber of Commerce <info@visitashland.net>
Sent: Tuesday, July 21, 2020 5:12 PM
To: officemgr@visitashland.com
Subject: Business Update for 7-21-2020



COVID updates 7-21-2020

Good Day on this Rainy Tuesday,

Just in case you didn't see the emails or Facebook posts last week, we did end up cancelling WhistleStop this year. We gave it our best shot and researched races and our resources for the last three months and really it was a matter of safety for our residents and guests. With that being said, we are working on a very aggressive fall campaign to entice those Fall Color enthusiasts to come up north. With Applefest and WhistleStop cancelled, we will work together with Bayfield and the region to promote fall color and have reached out to the State of Wisconsin Department of Tourism for some additional assistance with PR and promoting fall color in their markets as well.

Wow... WE ARE VERY BUSY!!There are so many travelers in the area it's incredible. I am thankful that we have not had any troubles with people wearing masks as they enter the chamber. There have been a few that don't have them on and they run back to their vehicles and get them and then come in. We do our very best to tell people when they call for information, to bring

masks with so they are prepared. We continue to promote outdoor recreation with an emphasis on Waterfalls, Murals, and Fishing. These are great activities that folks can organically socially distance, are family friendly, and it doesn't need to be perfect weather for any of them!! Fish still eat even in the rain although the lake can be a bit wicked in the rain and then there are days like today that it is incredibly calm while the sky feeds its soul! We have actually seen more families this year coming in our doors and asking for information. One group told me yesterday they were going to go the Badlands, but decided to stay closer to home so they chose Ashland and are here until Friday. What is so gratifying, is after we talk about all of the fun things to do, they always say, I don't know if we can do all that in the time we are here. We tell them to visit and see the Waterfalls, Murals, Madeline Island, orchards, state parks, beaches, swimming, downtown and our inventory of excellent independently owned restaurants, pizza places, and ice cream stops! We love to tell families about diving off the pier at Bayview Park and filling up their water bottles at our artesian wells. Those things are definitely not available everywhere and become great conversations for visitors telling their friends and families what they did up north!

We are anxiously awaiting to see if the new CARES package will allow 501 C6's which are most Chambers and Destination Marketing Organizations, (DMO's) to participate in the Payroll Protection Plan. With the amount of events we have had to cancel and the concern over a huge decrease in 2nd quarter room tax collections, most Chambers, Convention & Visitor Bureaus, and DMO's are anxious to see if there is any help on the horizon as we continue to work the front lines and have since this all started on March 17th.

I know parents are in limbo as they wait and see what direction the state and school board will give for starting school. There is definitely a heightened respect and gratefulness for teachers as many families had to homeschool and will most likely continue in some manner! I know I am grateful for them and my babies are all grown up and out the door. Whatever the decision, we all have to start thinking of ways to get everyone outside and exercising in some manner. Playing outside is such a necessity for all of us and our mental

health! Our visitors are so jealous of us that we can participate in all of these activities every day!! So, let's get outside and play!!

Here are some interesting headlines to ponder!

Congress returns with only days to pass new coronavirus relief as pandemic rages

Congress returns to Washington this week facing a critical deadline to pass another coronavirus aid bill as the pandemic tears through the United States. Lawmakers in the divided Congress will need to quickly decide how to resolve broad differences on the best tools to both blunt an outbreak spreading unabated and lift an economy battered by the health crisis.

[Click here to learn more](#)

Board OKs restoring Capitol statues, launching money drive

The board that approves repairs at the state Capitol overwhelmingly agreed Monday to restore by spring two statues that protesters ripped down last month during a wild night of protests against racist police. The state Capitol and Executive Residence Board voted unanimously to repair statues of Col. Hans Christian Heg, a Wisconsin abolitionist killed in combat during the Civil War, and a woman embodying the state's Forward motto. [Click here to learn more](#)

A vaccine candidate showed positive trial results Monday, raising hopes that a vaccine can be released quickly and effectively.

AZD-1222, the candidate vaccine being developed by the University of Oxford and drug company Astra Zeneca, yielded strong immune responses for nearly two months as the trial tracks more than 1,000 adults. More on that vaccine candidate, [right here](#).

Dollar Tree, Family Dollar reverse decision to require masks at all stores, but 'request' customers wear them. [Kelly Tyko](#) USA TODAY

While [more states](#) and [a growing number of retailers](#) are requiring shoppers wear masks, Dollar Tree and Family Dollar have reversed course.

The two retailers, both part of Dollar Tree, Inc., had initially started requiring

shoppers wear masks along with vendors and employees in stores, according to a July 8 update on its [coronavirus updates page](#).

But the company updated its mask policy last week to "request" face coverings in stores where state and local ordinances are not in effect at the same time the [nation's largest retailers were announcing new mask mandates](#), including [Walmart](#), [Target](#), [CVS](#), [Walgreens](#) and [Kroger](#).

Dollar Tree and Family Dollar stores will still require face coverings where required by state or local ordinance, the current policy reads.

Masks required: [Walmart](#), [Lowe's](#), [Aldi](#), [Target](#) among retailers adding face masks requirements due to COVID-19. [See the full list](#).

BUSINESS UPDATE

As a business please continue to email information regarding your business to info@visitashland.com as we will continue to update the website and Facebook pages.

- **[Apostle Islands Cruises](#)**: 715-779-3925. NOW CRUISING DAILY!
Grand Tour: 10am daily; Sea Caves & Lighthouses Cruise: 1pm daily;
Evening Grand Tour: 5:30pm daily; Wrecks, Rocks & Lighthouses: 2pm daily. In accordance with the recently-passed Bayfield city ordinance, we will now require masks on board our cruises, in our ticket office, and in public when social distancing is not possible. We have already implemented several other additional measures to keep you safe. If you have any questions, please email us at info@apostleisland.com. Here is a link to the ordinance:
<http://www.cityofbayfield.com/uploads/1/1/1/5/11158030/ord398.pdf>
Please be patient, be kind, and enjoy your cruise!
- **[Ashland Baking Company](#)**: Monday - Saturday 9am-4pm Online Order/pay with curbside pick-up. The menu is updated daily with our products as the are baked and available for purchase. No phone in orders. <https://www.toasttab.com/ashland-baking-company>
Staff and customers at Ashland Baking Company are required to wear masks and maintain a 6' distance as much as possible.

- **Ashland Super One Foods:** 715-682-8475. Open Monday - Sunday 6am - 9pm. Special time for Seniors and First Responders Daily 6am-7am. For updated hours go to <https://www.loc8nearme.com/wisconsin/ashland/super-one-foods/2514571/> Effective immediately, masks or face coverings are now required at ALL of our Super One Foods & Super One Liquor locations. Face coverings must cover the nose and mouth while in-store. If you do not have a face covering, single-use Face Masks will be available at the service counter for \$1.
- **Ashland Wal-mart:** 715-682-9699. 7am - 8:30pm. Tuesdays Seniors only 6am-7am. Pharmacy open early on Tuesdays during senior hour. Walmart in Ashland will be opening their free ONLINE GROCERY PICKUP service starting Wednesday 5/6. Download the Walmart app and text GROCERY to 474747 to receive \$10 off your first order. To best serve our communities and protect the health and safety of our shoppers and associates, face coverings will be required in all stores beginning Monday, July 20. For more on our decision and policy, please see here: <https://bit.ly/2DHFTUN>
- **Chequamegon Food Coop** 715-682-8251. New hours 7:30am-8pm everyday. Senior hour 7:30am-9am (Masks required). We are offering curbside pick up. <https://www.chequamegonfoodcoop.com/curbside-order-form/>. At the co-op we want to continue offering the safest experience inside our store for members, shoppers and for our staff. Thus, in tandem with Ashland and Bayfield Counties Health Advisory, the co-op has begin requiring face coverings to be worn inside the store starting Friday, July 17. We are confident that many of you will be happy with this decision. And of course, some of our customers will not support our decision. To this group, we hope the act of keeping our amazing staff healthy both mentally and physically is enough to wear a face covering. In turn, we wear a mask for your health. We are taking every precaution because we want to prevent the spread of this infectious disease, keep our fellow main street businesses open, and our friends, neighbors, co-workers and children healthy. If you happen to forget your face covering, but are at the store, call us and we'll bring one out to you! If

you have trouble wearing a mask due to health reasons we'd like to offer you curbside pick-up via online ordering (find our curbside order form on our website). It is in our nature to accommodate our shoppers, however, if you refuse to wear a face covering inside, we will ask you to come back when you are able to wear one. Thank you for keeping our community healthy! \$7 Pre-order dinners in July: July 22 Yakisoba; and July 29 Braised Pork Sandwich.

- **Deep Water Grille, South Shore Brewery & The Alley:** 715-682-4200. Pick-up and delivery only at The Alley. The Middle Bar is open Open 11am until 10pm everyday! The Alley is open for dine in 4-10pm everyday. The Deep Water Grille side is closed. All customers are required to wear a mask. Once seated, you may remove your mask. We ask as you are leaving or if you get up to use the restroom that you put your mask back on. We ask that you please respect our decision as we are trying to do our part to stop the spread of this virus in the community.
- **Good Thyme Restaurant & Catering:** 715-373-5255. We've added more outdoor patio space for you! We now have MORE covered and uncovered outdoor seating, and a variety of tables available on our newly-expanded deck patio! Dinner reservations are strongly encouraged for proper social distancing purposes. Please call us to reserve your table for drinks, dinner, and desserts at Good Thyme! Our bar opens at 4:30, and dinner starts at 5pm, Wednesday - Saturday! Check out our full Menu online: <https://goodthyme.catering/restaurant/> Restaurant is located at: 77180 State Highway 13, Washburn.
- **Hugo's Pizza:** 715-682-8202. Now open for Dine In! also offering take-out and delivery Monday-Friday. 11am-9pm. Saturday & Sunday Open at 3pm. This week's specials (July 20): Monday: Whiskey Burger Topped w/ Onions, Mushrooms & Swiss w/ FF - \$8.95; Tuesday: Indian Tacos w/ Spanish Rice - \$8.95; Wednesday: Indian Tacos w/ Spanish Rice - \$8.95; Thursday: Lasagna (Meat or Vegetarian) w/ Salad & Garlic Toast - \$8.95; Friday: Fish Fry w/ Choice of Potato & Salad or Cole Slaw Serving Walleye, Lake Trout, Cod & Butterfly Shrimp; Saturday & Sunday Open at 3pm California Cheeseburger w/ Fries - \$8.95.

- **Lakeshore Café:** 715-682-9806. Open with daily breakfast specials. We are still doing takeout and curbside delivery orders for those that still want our delicious food. Stay safe everyone and thank you for all of the support! Tuesday- Thursday & Saturday 6:30am - 2pm and Friday 6:30am-6pm. For their menu and specials go to <https://www.facebook.com/Lakeshore-Cafe-1556777391278598/> Lunch Specials for week of July 20: Wednesday -Liver & Onions; Thursday - Deep Fried Pork Chops; Friday - Fish Fry.
- **Super One Liquor:** 715-682-2634: Monday - Sunday 8am-9am. Effective immediately, masks or face coverings are now required at ALL of our Super One Foods & Super One Liquor locations. Face coverings must cover the nose and mouth while in-store. If you do not have a face covering, single-use Face Masks will be available at the service counter for \$1.
- **Superior Floral & Gifts:** 715-292-9382. We will be completely in our NEW LOCATION, inside the Tastes of Wisconsin Market, by Monday July 27!!! If you haven't stopped in yet to check it out, Patti has the front looking amazing! The gifts and home decor are all new and stocked up! Great selection and quality! If you need Floral to pick up or be delivered, give us a call at 715-292-9382, or order online at www.superiorfloralandgift.com. Thanks for being patient while we revamp our operations! FREE DELIVERY (no contact) IN ASHLAND.
- **Washburn Cultural Center** 715-373-5591. Now open by appointment only, Wednesday through Saturday, between the hours of 1 - 4pm. Visitors wishing to see the new Superior Artist Group exhibit, shop in our newly remodeled store, or tour the Washburn Historical Museum should call 715-373-5591 or e-mail us at washburnculturalcenter@gmail.com to make an appointment. Masks are required. [Here is a link to our web page](#) with a virtual tour of the new art exhibit.

For a complete list of what businesses are open and how they are doing business go to <https://www.visitashland.com/events/latest-news-and-updates/>



FOR IMMEDIATE RELEASE

July 13, 2020

**ASHLAND AND BAYFIELD COUNTY PUBLIC HEALTH RELEASE
NEW ADVISORY REQUIRING FACE COVERINGS**

Effective Friday, July 17, 2020 at 8:00 am, Ashland and Bayfield County Public Health are issuing an Emergency Advisory which stipulates that everyone age 5 and older wear a face covering or mask when in any enclosed building where other people, except for members of the person's own household or living unit could be present. This advisory applies to all of Ashland and Bayfield County.

"Public health research shows that face coverings are critical to slowing the spread of COVID-19. Given the number of infections in our counties and surrounding area, as well as the multitude of visitors coming to our area, we need to all be wearing face coverings every time we leave the house," stated Elizabeth Szot, Ashland County Health Officer.

"We do not take this advisory lightly. It is on every person in our communities to do better. People should assume that everyone wearing a mask is doing it to protect you and themselves. If someone is not wearing a mask, assume they are genuinely not able to do so," added Sara Wartman, Bayfield County Health Officer.

Per the advisory, people should wear a face covering that covers their nose and mouth when in public, which includes in businesses, health care settings, waiting in line, and on public transportation. The advisory also indicates that individuals are to wear face coverings when in someone else's home when you are not of the same family group. Exceptions are made for certain activities such as eating at a restaurant, but during those activities, 6 feet distancing of individuals not from the same household or living unit should be followed at all times. Some people may be exempted if they have a physical, mental, or developmental condition that prevents them from wearing a mask.

Szot states, "masks and distance are really the two most effective means of slowing the spread of COVID-19." Wartman adds, "given the recent rapid increases in cases in our counties, which has happened even before school and college classes resume this fall- it is imperative we take this step now to try and slow the spread of COVID through our communities."

If someone is unable to wear a mask or face covering in a business due to a condition or disability, people should ask that business for reasonable accommodation, like a curbside pickup or delivery option. Children ages 2 through 4 are highly encouraged to wear masks in public,

children 5 and older are advised to wear masks. If your child is not able to wear a mask, only bring them to places where it is necessary they be so that your child does not get or spread COVID-19 to others.

People can cover their faces a variety of ways to comply with this advisory. Simply wear a bandana, scarf, or neck gaiter around your nose and mouth. Or you may create a cloth face covering by either sewing one or using a no-sew method on the CDC website. Medical-grade surgical masks or N95 respirators are not required or necessary for general public use.

In addition to wearing a mask, these actions will help protect yourself and others from COVID-19:

- **Stay home if you are sick or feel off.**
- **Stay home if you do not need to go out.** Working from home, virtual gatherings, and using curbside or delivery ordering are still the safest and best options to protect yourself and others.
- **Stay 6 feet from other people.** Respiratory droplets are in the air when other people cough, sneeze, talk and breathe. Staying 6 feet from others will lower the chances of you coming in contact with the virus from those droplets.
- **Assume you have come in contact with COVID-19 if you go out.** Watch for symptoms like fever, cough, shortness of breath, fatigue, body aches, headache, new loss of taste or smell, sore throat, congestion or runny nose, nausea or vomiting, and diarrhea. If you have these symptoms, call your doctor to be tested.

CONTACTS:

Elizabeth Szot, Health Officer
Ashland County Health & Human Services Dept.
Phone: (715)682-7004 ext. 113
Email: elizabeth.szot@co.ashland.wi.us

Sara Wartman, Health Officer
Bayfield County Health Department
Phone: (715) 373-6109 ext. 3315
Email: swartman@bayfieldcounty.org

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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>



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The eblast is from:

Ashland Chamber of Commerce
1716 West Lake Shore Dr
Ashland, WI 54806
715-682-2500
info@visitashland.com

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