

## JoAnn Erickson

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**From:** Ashland Chamber of Commerce <info@visitashland.net>  
**Sent:** Wednesday, April 22, 2020 5:36 PM  
**To:** officemgr@visitashland.com  
**Subject:** Business Update for 4-22-2020



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### COVID-19 Update 4-22-20

Another jam-packed full day of information overload!! It's all very relevant and interesting and there is always something to learn about, but most of you know me and know that I am NOT the sit at a desk type of person. I'm flitting around from meeting to meeting and traveling and coordinating events and meeting with people and this desk sitting is really hard for an extrovert. I love the technology but I can't wait until I can meet with you and my colleagues in person!! I miss people... It's pretty bad when I just drive thru the banks and fast food places just to say hi to the tellers or the menu ordering box!! (Just Kidding) I don't do that yet...

Yesterday, Governor Evers announced his "Badger Bounce-Back" plan <https://www.dhs.wisconsin.gov/publications/p02653.pdf> Many of my meetings today talked about what this will look like. Depending which group I met with, some were okay and some were not. The isolation is getting to people and we all have to keep our cool and be grounded and sometimes take one day at a time. The disease is so unlike anything else that we have witnessed and new information is coming out every week. We need to make decisions on fact, but we need to have a balance. Health, Social, and Economic in my opinion are the most important elements as we move forward. I'm hopeful our health professionals will continue to give us "Best Practices" that will guide us in opening up our country again. I have been on so many webinars this week and it is only Wednesday. Webinars focusing on Chambers, Tourism, Workforce Development, Financial Programs, Race Directing, Event Planning, and Social Media. All of them have had something I can take-away

and pass on to our businesses or I can use in making professional, safe, decisions with marketing and event planning for the future. I'm hopeful that the next two to three weeks, like the last few weeks will bring us more and more information about the three areas we need to balance, social, economic, and health and we will continue to move forward as we see more and more of the light that is at the end of the tunnel.

Many of you know about the new programs coming down from the Feds in terms of unemployment compensation. If you missed it here is the link to the Pandemic Unemployment Assistance program or PUA. This is administered by the state and is available to those folks that were ineligible for the traditional unemployment. Please note... There are many many folks that have not received their unemployment from the traditional program so this may take a while as well, but everything is supposed to be retroactive to March 12<sup>th</sup>. <https://dwd.wisconsin.gov/uiben/pua/>

How about this for our GIVING, FABULOUS COMMUNITY!! We have sold \$7,000.00 worth of gift certificates to local businesses!! Thank you so very much for your generosity!! The businesses appreciate it and thank you so very very much!!! If you are still interested in purchasing some certificates go to <https://shop.visitashland.net/15-chamber-store>

The analysis of the extended Safer at Home order was also extremely informative!! Take a look.

### **WMC COVID-19 UPDATE WEBINAR: Featuring U.S. Sen. Ron Johnson**

Wisconsin Manufacturers & Commerce (WMC), its trade association partners and local chambers hosted a business coalition update call. The webinar featured U.S. Sen. Ron Johnson. WMC's Scott Manley also provided attendees with analysis of the extended Safer at Home order and recent legislation signed into law by Gov. Evers. [Click here to listen to the full webinar](#)

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### **Open Business Survey Reminder:** Bayfield County Land Records Department Carmen Novak

Please complete the Open Business Survey: <https://arcg.is/1vv4e1> and let the community know about any new business hours or special services offered (curbside pickup, delivery, online ordering options, etc.). Survey entries will be published to the Open Business Map, which has been widely shared.

If you have already completed the Open Business Survey and your entered business information has changed, please complete another survey entry.

Take the Open Business Survey – : <https://arcg.is/1vv4e1>

View the Open Business Map –

<https://bayfieldgis.maps.arcgis.com/apps/webappviewer/index.html?id=d82e7d93a388441dada188c61cb19550>

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### **Small Businesses... Retail, Food & Beverage, Lodging.... etc. etc.**

Look at these webinars coming up with NWWIB Mari Kay-Nabozny's Team!!

The staff from the Northwest Workforce Investment Board otherwise known as NWWIB is working with us to hold a series of FUN ways you can learn and improve your social media presence as a retailer, restaurant or other customer-driven business. This is the time to hone in on those social media skills and if you aren't sure of how they work, this is a great time to learn. We are offering a series of 3 modules for our EPC group and other small businesses, we have 2 left.

Every Tuesday we will offer another valuable lesson on how to use social media to engage your socially distant customers!!

- April 28: Social Media Engagement for socially Distanced Customers - Instagram  
10-11am [REGISTER HERE](#) for Week 2: Instagram
- May 5: Social Media Engagement for Socially Distanced Customers - TikTok  
10-11am [REGISTER HERE](#) for Week 3: TikTok

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### **BUSINESS UPDATE**

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

**As a business please continue to email information regarding your business to [info@visitashland.com](mailto:info@visitashland.com) as we will continue to update the website and Facebook pages.**

### **SUPPORT YOUR SMALL BUSINESSES**

Check out our **One Stop Gift Certificate Shop** on our E-commerce page at [visitashland.com](http://visitashland.com). Many people are home from work and receiving a paycheck, and very concerned about our small businesses that have been severely impacted. Providing a one-stop shop for folks to show support of our small

businesses and purchase gift cards will hopefully help some of you in this crisis situation. These are certificates for the individual businesses. This is a work in progress so please be patient and keep checking back. If you don't see your business and would like to be listed on our Chamber Store site, please email [info@visitashland.com](mailto:info@visitashland.com). <https://shop.visitashland.net/15-chamber-store>

### **CHAMBER HOURS**

In an effort to limit our people to people contact, the Ashland Area Chamber of Commerce will close the office. We want to assure you that one of our highest priorities is the health of our staff, customers and the well-being of our community regarding COVID -19. If you need anything, please call our office; we have remote access to the phone lines 715-682-2500. If you need chamber dollars reimbursed, please email Mary at [info@visitashland.com](mailto:info@visitashland.com) and we can take care of that as well.

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### **Other Links**

- [Travel Advisory for Ashland County](#)
  - [Travel Advisory for Bayfield County](#)
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