

From: Ashland Chamber of Commerce <info@visitashland.net>
Sent: Thursday, April 23, 2020 5:13 PM
To: officemgr@visitashland.com
Subject: Business Update for 4-23-2020



COVID-19 Update 4-23-20

There is so much information these days! Major conversations are taking place with the focus on re-opening the state. Tomorrow we have 2 webinars that will look at the tourism industry and today we looked at the state chambers and manufacturers. Throughout the entire industry sectors, from Medical to Travel to Manufacturing and all of the industries in between, conversations are taking place. I can easily say that in each industry webinar I have participated in, everyone is cautiously optimistic. Each industry is continually looking at safety and assessing risk and mitigation recommendations. Wisconsin Manufacturer's & Commerce (WMC) put together an excellent, well laid-out model that they are testing and tweaking that takes many variables into consideration from geographical location to industry sector to healthcare assets and several other categories in order to attain a tactical, customized, data driven, credible, simple plan that is not a one size fits all, but addresses the concerns and components within the equation of safety and economics. This is a work in progress and they hope to have a finalized product soon to present to the state. I am so impressed with the Department of Health Services website. <https://www.dhs.wisconsin.gov/> They update it every day at 2pm

and it has so much information about COVID within our state and county by county information and trends. The other site that is extremely impressive is the Wisconsin Hospital Association site <https://www.wha.org/Covid-19Update>

Thank you for your kindness to our small businesses. We have now sold over \$7,000.00 in gift certificates to our small businesses!! It's so important for our small locally owned businesses. Each day their doors are closed, they are not able to make any income. They will not be able to make up their losses, so thank you for your continued support and thank you for buying from them online through social media, and thank you for ordering food from their restaurants!! To order Gift Certificates from our online store go to <https://shop.visitashland.net/15-chamber-store>

This was a story found in Forbes Magazine and distributed through the Chamber's database.

A Former Healthcare CEO Explains Why Hospitals Need To Take More Non-COVID Patients

A potentially devastating situation is brewing for our healthcare system — and it isn't about hospitals being overwhelmed by patients. In fact, it's the opposite: hospitals, clinics and doctor offices are now essentially empty. As public health official's direct healthcare providers to stop all routine and elective care, millions of patients are avoiding visiting the doctor at all costs. [Click here to learn more](#)

BUSINESSES RE-OPENING or DOING SOMETHING NEW:

- **Color Center:** 715-682-4901 Monday- Friday 7:30am-5pm, Saturdays 9am-3pm, closed Sunday. Continuing doing phone orders, curbside pick-up and **NOW DELIVERY**. If you need help choosing colors or need some flooring for a project give us a call at the store and we will do a FaceTime or Skype call with you to help you any way we can. We can pull color strips for you in your desired color range, mix up pint samples

or help you color coordinate your whole project. We've got the time and a cell phone...give us a call!

VPL Curbside Information

Curbside Hours Monday – Friday 10 am to 6 pm

Contact by phone 715-682-7060, online www.vaughnlibrary.org or email meetings@vaughnlibrary.org

To use the curbside service please order items online, call or email **before** you come to the library. Park at a designated pickup spot and call to let a librarian know you have arrived. We will ask you for your birthdate and address or library card #. Wait in your vehicle for a librarian to come out with your materials, it might be a few minutes. Thank you!

Ways to Order Materials

- Order materials online www.vaughnlibrary.org Type in author, title or keyword
- Or call the library to request materials 715-682-7060 Mon–Fri 10am–6pm
- Email the library to request materials meetings@vaughnlibrary.org
- Only items owned by the Vaughn Library can be put on hold
- Returns can be made to the outside book drop only and will be checked in 72 hrs later
- Due dates are extended and there will be no fines
- Holds from other libraries will be unavailable until delivery systems are up and running

Exercise your own judgement on whether to quarantine library items when you return home. Please know the Vaughn Library is following CDC recommendations for sanitization and quarantine timelines

Virtual Events

- **04/23/2020** - tonight
Join Home Expressions for their 2nd Facebook live event tonight at

5:15pm. BRAND NEW ITEMS. They will be doing a couple extra fun and exciting things during their live event. So grab your favorite beverage and check out ALL THE BRAND NEW OUTDOOR ITEMS!!!!

<https://www.facebook.com/springopenhouse2019/>

- **04/23/2020 - tonight**

White Winter Winery says Take a shot of Blues, a dash of Folk, a splash of Bluegrass, a slug of Jug Band, and shake until you get what "The Spruce Tones" call Blues-Grass at 6:30. Divergent influences, deep emotion and passion for playing live music meld into a pleasing cocktail. Inspired by the rich history of the South Shore, chance happenings, and epic stories, "The Spruce Tones" weave tales of every day life made extraordinary. Four musicians with eclectic backgrounds gathered in the cellars of The White Winter Winery in Iron River, Wisconsin for the first time, three years ago. What started as a weekly jam session soon distilled "Spruced Up" versions of popular tunes. With additional fermentation time, a prolific collection of original Blues-Grass tunes emerged. Unable to keep this fine product hidden in the cellar, "The Spruce Tones" evangelize the unique flavor of Blues-Grass and intoxicate the crowd at bars, parties and special events. Clapping along and dancing are hard to resist when the elixir of the Blues-Grass is consumed and shared. Listen Here <https://www.facebook.com/WhiteWinterWinery/live/>

- **04/25/2020**

Big Top Chautauqua's Tiny Tent Show: Episode 4 at 7pm. Watch on [Youtube](#) or [Facebook](#)

Times like these call for connection, music, and the familiar faces of those we hold dear. What we need is a little inspiration from Wisconsin Author Michael Perry and our Blue Canvas Orchestra in their living rooms! Let's keep the "social" in social distancing! We are excited to gather to create music together in new ways and share some big love from the Big Top! For more information go to <https://www.bigtop.org/tinytentshow.html>

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

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 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. 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. <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 and we can take care of that as well.

Other Links

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