

**From:** Ashland Chamber of Commerce <info@visitashland.net>  
**Sent:** Wednesday, April 29, 2020 5:09 PM  
**To:** officemgr@visitashland.com  
**Subject:** Business Update for 4-29-2020



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**COVID-19 Update 4-29-2020**

What a hopeful day today has been! I loved hearing from both Solstice Outdoors and Bay City Cycles of upcoming events!! (See below). Governor Evers is opening additional state parks and every industry is talking about preparedness and getting ready to re-open. Wisconsin Manufacturer's and Commerce has a fabulous plan for re-opening and of course there are so many folks wanting to open earlier than the orders, just as there are so many folks that want to wait. Regardless where you sit on that fence, being prepared with your business and employees to open is crucial whenever that time may be. Small businesses need to know what expectations there may be from the state for them to operate. We are having discussions in the next week with Hotels, Retail, and Restaurants/Taverns to find out what their questions and concerns are, so we can field these with our state agencies and partners. We have to remember this is all new and we've never been down this road before. What works for one business or area, may not work for another. I'm also interested in learning tips from businesses that may have opened earlier in other states and what they have learned so we don't need to re-invent the wheel. One thing for sure is in the Midwest, people are shopping local and supporting

their small businesses with take- out food and gift certificates!! One employee from Memorial Medical Center shared with me, that they felt the community has done a great job of adhering to social distancing and trying to limit trips to the markets etc. Good Job everyone, keep up the good work!!

As I said earlier, it has been a hopeful day and I'm hopeful *this* will bring a smile to your face!! We are going to have a fun celebration on Friday!! How many of you hometown Ashlander's remember the car "runs" on Second Street? Well guess what? We are going to schedule a car run for Friday afternoon at 3:30pm and the idea is to decorate your car with happy things, rainbows, smiley faces, balloons, etc. etc. We'll have Fun Music!! We are hoping to have the city police department chaperone us and hopefully the fire department and Tomlinson's too!! We will drive down Main Street to Ellis Avenue and then to 3<sup>rd</sup> Street by the nursing home to Beaser Avenue to 11<sup>th</sup>, all the way past the Middle School to 7<sup>th</sup> Ave East back to Main Street to the start!! It will be all about fun, smiles, sunshine, chocolate.. okay maybe not chocolate. Hoping JD Bass will be involved and Joe Mousseau from BayNet so we will have a good amount of great music. Let's see how this goes and wouldn't it be fun to end the work week for the upcoming weeks with our Fun Run parade down on Main!! We will put an event on Facebook so make sure you share it because we don't have much time to put this together!! Also, if you are interested in being in the run... Meet at 3pm on Main Street by Schraufnagel parking lot!! This is going to be so fun!! And P.S. this is just automobiles, trucks, etc. This isn't a walking event or bicycle event however.....

This from Alex at Bay City Cycles ....We have officially announced our 2020 casual group ride starting this week, now in a socially distanced version for the foreseeable future. The COVID-19 crisis means that we will be doing socially distanced weekly casual challenges. We'll post a ride; you have a week to complete it! Share your ride photos with us on Facebook! Check our Casual Group Ride at [Bay City Cycles Facebook group](#) for weekly updates. Thank you for the support! I hope you guys can give our new socially distanced casual group ride a chance!

And more Fun from -Solstice Outdoors Facebook LIVE event from the lake with Katie. Thursday, April 30th 4pm, tune in to see what we keep in our beloved Yeti cooler. Why we love them (yes, we have more than one) and we'll be

showing our amazing customers and friends some YETI love! Join us live from the lake for some deals, prizes and some fun.

<https://www.facebook.com/events/1454066561442779/>

AND Solstice on Main Facebook LIVE Sip & Shop Event with Katie Friday, May 1st 5pm I'll be sharing 5 favorite pieces for spring with some special guests and sipping some wine because you know...it's Friday. Join us! <https://www.facebook.com/events/2639543559694170/>

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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 1 left.

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

- 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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