

From: Ashland Chamber of Commerce <info@visitashland.net>
Sent: Monday, May 18, 2020 4:49 PM
To: officemgr@visitashland.com
Subject: Business Update for 5-18-2020



Business News Update May 18, 2020

I've been doing a lot of thinking over the weekend about the economy, and what the future will look like, as we slowly start opening and slowly get back to normal. It's so easy for everyone to order the things they need online. With that being said, I'm going to ask for a huge favor from everyone reading this email today. Whenever possible, please purchase your items from a Bricks & Mortar store. If you aren't able to do so, please order your products from companies that are located in the United States. Moving forward, if we can all do our very best to try and purchase local right here in Ashland, at the many many locally owned and operated businesses, that will help immensely with our local economy. This message of buying local and purchasing from bricks and mortar businesses, is going to be a wide-spread campaign as we dig out of the economic trench this virus has left in our business communities throughout the county. I've always said, Ashland IS resilient and I don't think any differently now, we will get by and it may take some time, but if everyone can make a conscience decision to purchase a car or construction material, or clothing, etc. etc. here in town first, that would make the world of difference. These people are our neighbors and friends, and the first to be called upon to support the many non-profits in the community, baseball teams, benefits & fundraisers for those in need, and they are very

appreciative of the local support of the area residents.

We have been working with our area chambers, Washburn, Bayfield, & Madeline Island to join forces and promote the “Chequamegon Bay” this summer... Starting in July, we will start a soft push in Northwest Wisconsin & South-Central Minnesota areas to promote the water connection between the Chequamegon Bay Communities. The Local communities all know the “Chequamegon Bay” is the bay that connects Ashland, Washburn, Bayfield, and Madeline Island together and the gateway to the Apostle Islands, but our geographical markets don’t connect Chequamegon Bay with Lake Superior and the Apostle Islands, so this became a great time to educate and introduce or brand this area as the “Chequamegon Bay” area rather than Lake Superior & Apostle Islands. The focus of our promotion is Outdoor Recreation; Fishing, Kayaking, Sailing, Boating, Swimming and you know there is ALWAYS Lodging, Shopping, and Dining!! The name of the promotion is “Water... Wander...Repeat”. We wrote a Joint Effort Marketing Grant (JEM) through the State of Wisconsin Department of Tourism. This was one of the most competitive rounds they have ever seen. The State was really encouraging communities to work together to promote an area. They were able to modify some of the criteria, but we only had a short window of about 3 weeks to create the promotion and write the grant. There were 36 grant requests with only 20 funded. We were one of them and were awarded \$38,050. We have to match 25% of that and can use in-kind such as Public Relations, Design, Web Design, etc. etc., so will rely on the gifts of all of our office personnel to come up with the match and run a great campaign. Water sports tend to be organically social distancing, and we know from past surveys, that our visitors usually travel around the two-county area while they are staying in one of our destinations. The money will be used to promote the area through Billboards in the suburbs of the twin cities, television, digital & social media, Public Radio, and Print.

We should have the signage ready for those of you that are interested in just a day or so. We did make some changes to the verbiage and the message is Open & Ready! We’ll have a short check list that your business is required to do and then you can hang that in your business. The same signage will be seen in Washburn, Bayfield, and Madeline Island. Any business that is agreeable to these steps can have a sign!! I’ll keep you posted, and when they are ready, we will send them out in a pdf so

you can easily print them.

Well, well, well, no sign of any news from the south yet on any new changes or orders.... And, everything is kind of at a stand still in Washington as the new proposal was passed to the Senate, so basically. no drama to share with you today.

Thanks to everyone that attended the car run we coordinated on Friday, that was so fun and so amazing to see so many smiling faces!! If you didn't get to see it as it happened. Here is a video made by Ed

Monroe <https://www.facebook.com/ed.monroe.92/videos/10220280330972932>. The Ashland High School is going to have another shin-dig downtown on Graduation Sunday, so please continue to decorate your store-fronts because it looks AMAZING downtown and through out the city. It makes a huge difference to not only our kids, but the residents and even the people visiting who aren't supposed to be visiting yet, but are.. We are a tight knit community and the support and love for the graduates really shows so thanks everyone, and feel free to put a poster in your window at your house to show your support!! Or balloons, or whatever you feel is festive!

Some useful links – Thanks Julie Fox, Department of Tourism

There have been many updates and resources provided this week. Here are a few more:

- The Wisconsin Safety Council released "[Returning to Work: 8 Steps to Keep Employees Safe](#)" (also attached). The publication summarizes guidance from OSHA, NIOSH, CDC and NSC.
- WEDC is launching a new category, [Find PPE and other protective equipment suppliers here](#), on the existing [Wisconsin Supplier Network](#). The WSN website helps connect new and existing businesses in Wisconsin with the buyers, suppliers and service providers they need.
- FAQs answered by the League of Wisconsin Municipalities on May 14: <https://lwm-info.org/1591/Emergency-Orders-Plans---Local>

BUSINESS UPDATE

Below is an update on what these businesses are doing.

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.

- **Ashland Family Restaurant** 715-682-4543. Shooting for Opening May 29. New hours 6am -3pm.
- **Breakwater Cafe:** 715-682-8388. Opening soon.
- **Burger Barn:** 715-682-3276 May 18 & 19: Closed for Staff Training
May 19, Tuesday @ 5pm: Town Hall Meeting - Watch via Facebook Live <https://meet.google.com/rrr-bvcn-tev> or Join by phone +1 617-675-4444 PIN: 473 393 360 6673# If you have questions you would like to submit in advance, please email customerservice@jacksburgerbarn.com. We hope all of you can join us, and get an idea how your dining experience will be, and learn what safety measures we will have in place to keep our guests, and staff members safe. **May 20: Reopening Day 11am - 8pm Dine In, Take-out, & Delivery** We understand there are many opinions out there on when restaurants should open. I have spoke with other restaurants in Ashland, and there will be others that open that day as well. If you are uncomfortable dining in, we will gladly continue to offer curbside service as well as delivery. We respect your desire to remain out of public and will continue to offer the support needed. We hope you will understand and respect our decision, and continue dine with us when you are comfortable! We will continue to keep you informed of any changes going forward. We are super excited for this first phase of reopening. Takeout & DELIVERY available or we will run the food out to you. NEW Car-hop style dining. Family Packs and 4 pack meals. Check menu online <https://www.toasttab.com/burger-barn/v2/online-order#!/>
Are you a Burger Barn Rewards Member? For every dollar spent is one point. Reach 100 points and receive a \$5 loyalty certificate to redeem on your next visit. Sign up today! <https://www.jacksburgerbarn.com/rewards>
- **Deepwater Grill & The Alley:** 715-682-4200. Open Sunday- Thursday 11am-7pm and Friday - Saturday 11am-8pm. Pick-up and Delivery! Regular Alley menu, daily lunch and dinner specials and Family Meals being served 4-

close daily: This week Family meals: Beef Stroganoff, cavatappi pasta, parmesan Cheese, warm bread; Grilled Pork Ribeye, Mashed potatoes & Gravy & house veges and Shepards Pie, cheddar whipped potatoes, warm bread. 2 ppl \$16/ 4 ppl \$28 / 6 ppl \$39.

- **Hauser's Superior View Farm:** 715-779-5404. Annual Plant Sale In Progress! It finally feels like spring! During these uncertain times, Hauser's Superior View Farm is pleased to be here for you. Our Annual Red Barn Plant Sale is now in progress, and we're following CDC guidelines for staff & customers for in-person shopping. Not comfortable shopping in-person? Call a few days ahead, and we can put together a "barnside pickup" of any items we have in stock or we can ship (bare-root perennials only). Open daily 9am to 5pm. 86565 County Hwy J.
- **Heart Graphics:** 715-682-5307. Open Monday-Friday from 10am – 4pm. However, our lobby remains closed to the public. We encourage people to submit orders and inquiries via phone or email.
- **Hugo's Pizza:** 715-682-8202. Offering take out and delivery 11am-9pm. Offering Nut Brown Ale for \$5 bring your own growler or use our 1919 jugs. This week's specials: Monday - 21 Shrimp Basket - \$8.95; Tuesday - Bacon Cheeseburger w/ French Fries - \$8.95; Wednesday- Large Taco Salad - \$8.95, Thursday- Hot Italian Beef w/French Fries - \$8.95; Friday -Fish Fry w/ Choice of Potato & Salad or Cole Slaw, Serving Walleye, Lake Trout, Cod & Butterfly Shrimp.
- **Lakeshore Café:** 715-682-9806. Well we are going to give this a whirl everyone! Our dining room will be partially open for your safety starting Tuesday, May 19th! We will have our daily breakfast specials as well. 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. Curbside available. For their menu and specials go to <https://www.facebook.com/Lakeshore-Cafe-1556777391278598/> Lunch Specials for week of May 19: Tuesday - Scalloped Potatoes & Ham; Wednesday - Chicken -Ala-King; Thursday - Spaghetti & Meatballs; Friday - Fish Fry.
- **Little Friends of Jesus Child Care Center:** 715-682-5185 Open!

- **New China:** 715-682-6601. Monday - Saturday: 11am-8:30pm; Sunday: 11am-8pm. Offering Take out and delivery. Dining room opening Wednesday May 20 with precautions and sanitation guidelines set in place to protect our staff and devoted customers, reservations suggested. Every other table will be closed off giving us the opportunity to open at half capacity. Condiments, such as soy sauce, salt, pepper, and sugars will be served per request. We are excited to reopen and serve you all again!
- **Neighborly Bar:-** Open Sunday - Thursday 9am-2pm and Friday & Saturday 9am - 2:30am.
- **Pine Point Resort:** 715-292-2408. Fri: 4-8:30pm; Sat: 12-8:30pm; Sun: 12-5pm. With all of the outdoor options, we were able to maintain a 10 person max in the bar and everything ran very smoothly and safely! We will now be opening Thursday-Sunday^{OPEN} (and Memorial Day) as long as people can continue to be respectful and safe. Thanks again for coming out. We hope to bring a little bit of normal to everybody's lives in a healthy way!
- **Pizza Pub:** 715-682-6641 Sun- Sat 11am-10pm. Delivery and take-out www.pizzapubashland.com As many of you already know, the Supreme Court of Wisconsin has overturned the Governor's Stay at Home order which, in turn, is allowing businesses to re-open, effective immediately. The health and safety of our patrons is, and always will be, our number one priority, therefore our dining room will remain closed to the public until further notice. We can not express enough how much we MISS YOU and how GRATEFUL we are for your continued support throughout this pandemic. We are very eager to get the dining room re-opened but, we want to ensure that our patrons can enjoy their dining in a safe environment. We are currently putting together new guidelines and training for our staff so that we all may remain safe when we re-open. We will continue to remain OPEN for Delivery and Pick-Up! We appreciate your understanding and patience during this difficult time and CAN'T wait to see you again! Thank you!

Pizza Pub. Join us for BINGO on Wednesday nights, at 7pm on Facebook LIVE! We will be playing a few games of BINGO for prizes. How do I get BINGO cards? Just place an order! All pick up and delivery orders will come with BINGO cards! BINGO cards will be available beginning Monday and until

Wednesday at 6pm. Join us for great time! For more information check out our Facebook Page <https://www.facebook.com/pizzapubashland/>

- **Red Bicycle** 715-292-5185. We're moving! Red Bicycle is moving just a block away to 618 W Main St. Lil Red will now be Red Bicycle! Opening date to be announced. If you would like to come and shop, call and we will come and open for you. Check out their [Facebook Page for online sales](#). New masks are in! Both pleated and fitted. The fabrics pictured are reversible, both sides shown. Please call 715-685-4114 to make an individual shopping appointment.
- **Sandbar:** 715-685-2583. Open for TAKE OUT. Call if you'd like to have an order ready for pick-up or come in and order at the counter to take it to go. HOURS: Tuesday-Thursday, Sunday 8am-4pm Saturday and Sunday 8am-6pm. Full coffee and sandwich menus <https://bluewaveinnashland.com/the-sandbar>
- **Scott & Ar's** 715-292-6633. Now Open. Come see our remodel.
- **Stagecoach Bar & Grill:** 715-292-6710. Our new hours through the summer are as follows: Sun & Mon closed; Tues- Sat; Serving LUNCH & DINNER with curbside available, 11am- 2pm & 4-8pm with daily specials. For more information will be listed on their Facebook page <https://www.facebook.com/AshlandStageCoach/>

We take the threat of COVID-19 very seriously and will be following WEDC guidelines. Anyone who feels ill, shows any symptoms, or are at high risk we ask you to please stay home. We are implementing a 25 person limit for our customers. Until our sanitizing stations come in, we have bottles of hand sanitizer available for use. Customers must maintain 2 empty stools between each group of 6 or less people. Our tables are spaced 6 ft. apart and cannot be moved or combined. There is a maximum of 6 people per table. We have always maintained a clean environment but we are taking extra steps in cleaning and sanitizing. We want to provide a safe place for our customers and employees. We are taking additional steps to insure your safety according to the guidelines. If you have any questions or concerns, please call us at 715-292-6710. Following these guidelines will help us all get through this together. Will take reservations.

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/>

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>

CHAMBER HOURS

In an effort to limit our people to people contact, the Ashland Area Chamber of Commerce will close the office. 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.



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