

**From:** Ashland Chamber of Commerce <info@visitashland.net>  
**Sent:** Tuesday, September 22, 2020 1:59 PM  
**To:** officemgr@visitashland.com  
**Subject:** COVID -19 Business Update for 09-22-2020



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**COVID updates 9-22-2020**

Greetings!!

There is a saying when the weather is perfect... It's a "Chamber of Commerce" day! Well today is definitely that!! We are working on a shot list for a commercial to promote fall and the outdoors.

Tomorrow, Wednesday, our team will be out and about working on a "Girls' Getaway" commercial that will air during some of the Packer and Viking football games on cable stations in NW Wisconsin and Minneapolis suburbs. The twist to this getaway is that they are truly girls!! Three sisters, 3<sup>rd</sup> grade, 1<sup>st</sup> grade, and kindergarten! They will be fishing, biking, hiking, eating ice cream, shopping, eating lunch, trying on shoes, and swimming (at an indoor pool)! All while we shoot the beautiful fall color backdrop. We will also shoot extra fall color to add to our existing inventory of B-roll footage.

It doesn't seem like the end of September at the chamber without the WhistleStop activities that we are usually knee-deep in at this time of year. If you think about it, we basically set up a little village around the Bay Area Civic

Center block and use the Ashland Area Development Corporation building for staging for the actual course setup and aid station building. We know It was the safest and best decision to cancel the Memorial Medical Center WhistleStop Marathon & Festival, but it sure feels strange. We keep reminding ourselves that “this too shall pass”!! Did you know JoAnn was actually hired part-time to help with WhistleStop the first year and you know the rest of that story .... 23 years later!

Our hearts go out to the family of the fatality that occurred yesterday on Highway 13 between Ashland and Washburn. It was a tragic accident and death and a reminder to all of us how life is short. Be kind and love one another. If you are praying people, please pray for this family and all those involved in the accident.

Governor Evers has extended the face covering order through November, see below. Other headlines in the news from the last few days. Please stay safe, wash your hands!!

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### **Gov. Tony Evers asks Wisconsin DWD leader to resign over unemployment backlog**

Gov. Tony Evers has effectively fired the leader of the state's workforce development agency, which has struggled for months to clear a massive backlog of unemployment claims since the pandemic hit Wisconsin. Department of Workforce Development Secretary Caleb Frostman left his job Friday after Evers asked for his resignation immediately. [Click here to learn more](#)

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### **CDC reverses coronavirus guidance that said people without symptoms may not need a test**

The Centers for Disease Control and Prevention on Friday reversed controversial coronavirus testing guidance, which previously said that people who didn't have symptoms but were exposed to an infected person “do not necessarily need a test.” The new guidance says that people without symptoms

who have been in close contact with an infected person “need a test.” [Click here to learn more](#)

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**UPDATED: CDC removes revised guidance on coronavirus transmission through the air**

The Centers for Disease Control and Prevention (CDC) on Monday removed guidance it had posted on its website Friday that said airborne transmissions of the coronavirus were “thought to be the main way the virus spreads.” The CDC said that the guidance had been [posted in error](#). In the revised [guidance](#), the CDC said COVID-19 “most commonly spreads” through airborne particles when an infected person “coughs, sneezes, sings, talks, or breathes.” [Click here to learn more](#)

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**Trump expects to announce Supreme Court nominee on Friday or Saturday**

[President Trump](#) plans to announce his nominee to replace the late Justice [Ruth Bader Ginsburg](#) on the Supreme Court on Friday or Saturday, he said in an interview on “Fox & Friends” Monday morning. “I think it’ll be on Friday or Saturday,” Trump said when asked when he would announce his decision, adding that he wanted to “pay respect” to Ginsburg, who died Friday due to complications from pancreatic cancer, by waiting until after her funeral services. [Click here to learn more](#)

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**Despite high unemployment in some parts of the economy, there are still jobs to be had in Wisconsin. Here's who's hiring.**

The coronavirus pandemic resulted in many businesses in Milwaukee and Wisconsin sustaining serious declines in revenue and sent the nation's unemployment rate to its highest point ever, according to the U.S. Department of Labor. What has emerged is a K-shaped recovery, with businesses on the ascending leg of the K soaring -- and hiring -- and those on the descending leg of the K continuing to stagnate.

[Click here to learn more](#)

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### **Gov. Evers Extends Mask Mandate for 60 Days**

Gov. Tony Evers announced this morning that he has declared a new Public Health Emergency that shall remain in effect for the next 60 days. This essentially extends the Public Health Emergency that he declared in late July.

Along with declaring a new Public Health Emergency, the governor has also extended his mask mandate that requires most people age five and over wear a face covering when in an enclosed space. Gov. Evers' order reads:

*Every individual, age five and older, in Wisconsin shall wear a face covering if both of the following apply:*

- a. The individual is indoors or in an enclosed space, other than at a private residence; and;*
- b. Another person or persons who are not members of individual's household or living unit are present in the same room or enclosed space.*

*Face coverings are strongly recommended in all other settings, including outdoors when it is not possible to maintain physical distancing.*

The governor's order appears to be nearly identical to his initial mask mandate that went into effect this summer. Following Gov. Evers' initial order, WMC sent a letter to the Administration seeking clarification on portions of the order. In addition, WMC asked for some changes to the order, including that plastic face shields could be used instead of cloth face coverings, as these can be more safely used in some manufacturing and construction settings. Gov. Evers, his staff and agency heads who received the letter never responded.

WMC's letter from Aug. 7 can be read by [clicking here](#).

WMC will continue to seek clarification from the Evers Administration and will update our members on any new details.

While there are still legal questions about the authority of the governor to declare multiple Public Health Emergencies for the same reason, WMC encourages all of our members to follow the order and CDC best practices until there is a binding court decision on the matter.

Wisconsin Safety Council – a division of WMC – details these best practices in its “8 Steps to Keep Employees Safe” guidelines. You can view that publication by [clicking here](#).

Gov. Evers’ Public Health Emergency Order can be read by [clicking here](#). And the governor’s new mask order can be read by [clicking here](#).

Please reach out to WMC staff if you have any questions.

For more information, please visit [www.wmc.org](http://www.wmc.org)

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## **JOIN US FOR THIS SPECIAL WORKFORCE DEVELOPMENT MONTH EVENT**

On Friday, September 25th, from 10 - 11 via Zoom the **Northwest Wisconsin Workforce Investment Board**, in partnership with Lac Courte Oreilles Ojibwe College, Northcentral Technical College, and Wisconsin Indianhead Technical College, will host the Employment, Education, & the Economy E3 Roundtable event for Northwest Wisconsin employers. This roundtable is open to business owners and employers across Northwest Wisconsin who want to ask questions and provide input on their needs for training options for employees. Event outcomes include identifying necessary training to retain and attract employees as well as share information about worker training grants. Employers can register for the event on our [website](#). **The full event flyer can be downloaded here!**

Webinar ID: 891 6497 1335 No registration required.

Questions call 1-929-436-2866

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## **Date Change:**

The Ashland Chamber Scarecrow contest is going on in Ashland!! Here is the scoop about this popular event October 12- 21, ***It's time to build a scarecrow! Let's have some fun!!*** Chamber Members! Have fun being creative as you design and build a scarecrow out of whatever materials you like. (Scarecrows must be displayed outdoors to be eligible win) First place prize is \$75 in Chamber Dollars, Second place prize \$50 in Chamber Dollars, Third place prize \$25 in Chamber Dollars. Again completed scarecrows should be on display October 12 through October 21. Be sure to call (715-682-2500) or email the chamber (info@visitashland.com) register your scarecrow with the Chamber!

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## **Bayfield Applefest Foods CSA Box**

Available from October 4 - 24, 2020.

This year since the Bayfield Applefest is cancelled. We are promoting this box for local pick-up or door delivery to WI, MN, and IL! It comes with a bunch of local apple goodies like apples, apple cider, apple preserves, apple pie, caramel apples, apple granola, oatmeal, and things like that for people to get in the apple season spirit this year without having to travel, and it supports the local orchards in the area! You can read more about the box [here!](#)

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## **What's happening?**

### **09/26-27/2020**

Celebrate the apple season with HAUSER'S Superior View Farm this Fall! Open every day from 10am-5pm. Join us for the following:

- APFELHAUS CIDERY! Taste our very own farm-produced hard cider—from blossom to bottle!
- Pick-your-own apples or grab a bag of hand-picked varieties
- Kristi's famous BBQ Pork sandwiches, brats, hot dogs, caramel apples, coffee, cider, soda

- Hauser's Fresh-pressed Apple Cider – by the glass or the jug
- Our famous warm apple pie sundaes with ice cream, whipped cream, and cinnamon sauce. YUM!
- Caramel apples – sliced with toppings or on a stick
- Homemade apple butter and jam– just like Grandma used to make
- Apple Bus Photo Stand
- Scenic Lake Superior View
- Pony rides for the kids
- Hayrides through the Orchards (YeeHaw!)
- Plus, of course, your favorite varieties of apples and gifts in our 1928 Sears Roebuck barn store!

*HAUSER'S cares about your safety and follows local, county, State, and CDC guidelines for sanitation and safety. COVID 19 prevention plan on file with Bayfield County. HAUSER'S Superior View Farm – five generations – since 1908! 86565 County Highway J, Bayfield, WI 54814 – 715-779-5404*

### **10/01/2020**

- Red Clay Classic Bridesmaid Party, Neighborly Bar 11am-6pm. Raffles and Music in the Street. Fundraiser for second place racer.

### **10/02-03/2020**

- ABC Raceway 45th Annual Red Clay Classic - Fast Lane Motor Sports, Red's Auto, & Tim's Automotive Machine. Race track located 3.5 miles south of Ashland on Butterworth Rd. For more information, call 715-682-4990 or visit [www.abcraceway.com](http://www.abcraceway.com).

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## **Business Update:**

NEW Fall Face Mask Collection: Missing Apple Fest? So are we! [Check out our Fall collection to show off your Northwoods love.](#) Shop Online or In Store <https://www.getadventureus.com/collections/new> Fast Shipping, Made Right in Washburn. Monday-Friday, 10am-5pm & Saturday 10am-3pm. 715-209-4057. [www.GetAdventureUs.com](http://www.GetAdventureUs.com). Follow Along on Instagram & Facebook

@getadventureus

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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>

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**Attention, Chamber Business Owners:  
2020 Scarecrow Contest  
October 12- 21**

***It's time to build a scarecrow! Let's have some fun!!***

Chamber Members! Have fun being creative as you design and build a scarecrow out of whatever materials you like. (Scarecrows must be displayed outdoors to be eligible win)

First place prize is \$75 in Chamber Dollars, Second place prize \$50 in Chamber Dollars, Third place prize \$25 in Chamber Dollars.

Again completed scarecrows should be on display October 12 through October 21.

Be sure to call (715-682-2500) or email the chamber ([info@visitashland.com](mailto:info@visitashland.com)) register your scarecrow with the Chamber!

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**Witches' Night Out  
October 22, 2020**

**Witches' Night Out is a fun night of shopping and being appreciated.  
October 22, 4- 7pm.**

**On "Witches' Night Out", visit participating businesses, and register for  
a chance to win the grand prize: \$50.00 in Chamber Dollars!**

Stop by area retail businesses between the hours of 4pm and 7pm for some  
spooktacular specials.

Specials coming soon.....



**Water. Wander. Repeat. - New promotion for the Chequamegon Bay.**  
Come explore the beautiful Chequamegon Bay communities surrounding Lake

Superior and the Apostle Islands. Lake access is plentiful with 12 public beaches, a host of boat landings, water sports, fishing, sailing, kayaking, and more. Cruise the 22 Apostle Islands and discover sea caves and lighthouses. Hike over 50 miles of groomed trails leading to waterfalls and sea caves.

Need a true getaway? The Chequamegon Bay region is the hub for many outdoor activities involving natural social distancing. There are countless hiking trails, waterfalls, and beaches to enjoy. Kayak trips, fishing excursions, and sailboat charters are available. Fall is here, and the orchards are open!

Start your Lake Superior adventure in the Chequamegon Bay--the cities of Ashland, Washburn, Bayfield, and Madeline Island are here waiting for you! Plan your next island vacation by visiting [lakesuperiorwi.com](http://lakesuperiorwi.com).

Sponsored in part by the Wisconsin Department of Tourism.



## Chick-uamegon

### Womens 1-mile/5k/10k

GIRLS just wanna have FUN!! **And** we know how to do it here in Ashland, WI and we have a race for everyone!

**On November 7**, get your girlfriends together and come dressed in your blingest best and walk, run, skip or jump in the eighth annual Chick-uamegon 1-mile/5k/10k walk/run.

Due to COVID-19 We are changing things up! This year's race will be truly a FUN RUN.

In place of tiaras and medals, each finishing chick will receive a \$5 Chamber Dollar Certificate to be spent in our community, at Bricks and Mortar Chamber Member Businesses. Ashland Retailers will have specials.

Prizes will be given away to; 3 places for Blingest or Best Costume ( \$50/\$25/\$25 in Chamber Dollars); Blingest Face mask (\$25 in Chamber Dollars); Blingest Shoes/Sneakers/Boots/whatever is on your feet (\$25 in Chamber Dollars); Best Dressed Volunteer (\$20); 3 random drawings (each \$20 in Chamber Dollars)

Chicks will be social distanced at the start. Face masks or coverings are mandatory until the race has started.

For more information and to register go to: [www.chick-uamegon.com](http://www.chick-uamegon.com)

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