

From: Ashland Chamber of Commerce <info@visitashland.net>
Sent: Friday, April 10, 2020 2:42 PM
To: officemgr@visitashland.com
Subject: Business Updates 04-10-2020



COVID-19 E-Blast Update 4-10-20

Friday's eblast will be a bit earlier today.

I want to start with good news!!

This note today from Errin Welty – WEDC

If you have businesses stressed out regarding the long timeline to apply for and receive one of the new federal relief programs, I wanted to let people know that there are many corporations and lenders allocating funds to support Kiva borrowers. Kiva has expanded their terms to allow up to \$15,000 0% loans for three years with 6 months deferred payments. We have had some borrowers become fully funded in 48 hours after their private fundraising period is complete. While funds last, we still have matching funds available for Main Street or Connect Communities businesses that are at least 50% woman- minority- or veteran-owned. If you want to contribute to the cause, Kiva is offering a free \$25 to support a second business for every \$25 you invest on the platform. Check it out at www.kiva.org.

I've asked her to send me some testimonials from businesses in Wisconsin that have utilized Kiva so if you have questions you are able to reach out to other businesses that have used this program.

New programs for our self-employed and those ineligible for State Unemployment Compensation coming soon!

- Pandemic Unemployment Assistance PUA, will be available and based on 1% of reported income from latest tax return with a maximum of \$370.00 per week
- Federal Pandemic Unemployment Compensation FPUC, will add \$600.00 per week.

Department of Workforce Development hopes to have this application process up and running through their portal by April 21st with disbursements starting April 26-28

Watch for Scammers

SBA is telling people to watch Scammers... They want to make sure you are careful responding. If it looks questionable please reach out to SBA and ask.

PPP and EIDL programs and loans have new FAQ's www.sba.com

Lots of conversations today regarding recovery and economy.

The Cure Cannot be more deadly than the Disease

Dr John Raymond, The President & CEO of the Medical College of Wisconsin spoke to trends we are seeing and shared the concern about this Weekend's Easter Holiday and the Voting that took place Tuesday. They look ahead about 10 days to see any trends coming. Please take a look at the DHS website which is updated every day by 2pm. <https://www.dhs.wisconsin.gov/> Dr. Raymond is very concerned about balancing the need to get the economy started but we have to balance this because we lack:

- 1) Enough tests
- 2) This disease can be Asymptomatic
- 3) Lethal Disease
- 4) No Treatment

So balancing is imperative with both health and economy and that's why we need a graded & phased recovery.

Keeping our employees and people safe he suggests:

- 1) Social Distancing – It's working and needs to be done in essential businesses that are open to the public.
 - 2) Employers need to do constant guiding and support for their employees and provide controls such as hand sanitizers or masks especially if there aren't hand washing stations available.
Masks - CDC Guidelines wear cloth covering - Wear material that is not see throw like weaved cotton or flannel. Masks or cloth coverings help prevent the spread of respiratory droplets and helps people take it seriously
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This from Governor Evers Office regarding State Parks

<https://dnr.wi.gov/news/releases/article/?id=5083>

NEWS RELEASE

For Immediate Release

Contact: (715) 482-0115

Hilary.R.Markin@usda.gov

Chequamegon-Nicolet National Forest Delays Opening of all Recreation Sites

Rhineland, WI – APRIL 10, 2020 -- In alignment with current federal, state and local guidance for social distancing and to ensure health safety of its employees, visitors and volunteers, the Chequamegon-Nicolet National Forest will be delaying the opening of all recreation sites and not allowing camping or campfires until further notice. In addition, the Forest is implementing a group-size limitation of 10 people or less per group across the entire Forest. Last week, the Forest shutdown all restrooms and removed garbage receptacles at recreation sites.

The following are closed until further notice:

- All Developed Campgrounds (Reservations will be cancelled, and refunds issued for the month of May). The Forest will continue to monitor the situation and respond accordingly with additional cancellations in June and/or the reopening of sites on a first-come, first-serve basis.
- All Day Use Areas (trailheads, picnic areas, boat landings, beaches and the Mountain Fire Tower)
- Lost Lake Cabins, Northern Great Lakes Visitor Center and Forest Lodge
- Dispersed (roadside/Forest) camping on the National Forest
- Trails (motorized and non-motorized designated trails)
- All restroom facilities

The General Forest remains open to the public including Forest Roads for hiking, biking and scenic driving. To protect public health and safety, all visitors to the Forest are encouraged to:

- Avoid visiting the forest if you are sick and/or experiencing COVID-19 symptoms.
- Follow CDC guidance on personal hygiene and social distancing before and during your visit to the Forest.
- Take your trash with you when you leave.
- Please make arrangements to use the restroom before or after your visit to the forest. Unmanaged waste creates a health hazard for our employees and for other visitors.

- If an area is crowded, search for a less occupied location. Also consider avoiding the Forest during peak hours.

The Chequamegon-Nicolet National Forest takes the safety of our personnel, contractors, volunteers, and visitors seriously. With spring quickly approaching, [the potential for crowded conditions increases in parking areas, trailheads, and at popular forest destinations, undermining the country's critical efforts to contain the spread.](#)

“Personal responsibility is now more important than ever. Let’s all do our part to ensure we are keeping ourselves, our families and our communities safe by being prepared and recreating responsibly,” said Paul Strong, Forest Supervisor on the Chequamegon-Nicolet National Forest.

The Chequamegon-Nicolet National Forest will continue to coordinate its COVID-19 response in alignment with all federal, state and local guidance. When visiting your public lands, it is important to be aware of current forest limitations. Everyone is urged to take the precautions recommended by the Centers for Disease Control and Prevention (CDC). The most recent CDC guidelines are available at <https://www.cdc.gov/coronavirus/2019-ncov/about/prevention.html>. Additional information is also available at <https://www.usda.gov/coronavirus>.

The Chequamegon-Nicolet National Forest has moved to virtual services. Please visit us at <http://www.fs.usda.gov/cnnf> and access our forest maps at <https://www.fs.fed.us/ivm/>. You can also follow us on Twitter at <http://twitter.com/CNNF002> or like us on Facebook at <https://www.facebook.com/CNNF002>.



Happy Easter Everyone!

Here is a link to grocery stores and restaurants are open on Easter Sunday and if they are doing an Easter Special.

Also we have a list of Churches and how they are celebrating Easter.

<https://www.visitashland.com/events/easter-sunday/>

BUSINESS UPDATES

Please continue to email information regarding your business to info@visitashland.com as we will continue to update the website and Facebook pages. We will continue to work with our state and federal agencies via webinars and remote meetings to keep everyone updated on the latest information that will assist businesses and employees.

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

- [Ashland Area Development Website during Covid-19](#)
- [Updated action letter from Xcel Energy. Please note the 3rd and 4th bullet point.](#)
- [Travel Advisory for Ashland County](#)

- Travel Advisory for Bayfield County
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The eblast is from:

Ashland Chamber of Commerce
1716 West Lake Shore Dr
Ashland, WI 54806
715-682-2500
info@visitashland.com

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Ashland Area Chamber of Commerce · P O Box 746/1716 West Lake Shore Dr · Ashland, WI 54806 · USA