



BARABOO AREA CHAMBER & TOURISM

LOOKING BACK ON A YEAR OF TRANSITION

By Darren Hornby, Executive Director
Baraboo Area Chamber of Commerce

Change is a constant force, one that can - when nurtured effectively - foster renewal and growth.

2019 was a year of great change for the Baraboo Area Chamber of Commerce and its partners. The staff was transformed and the community was rebranded.

While change comes with work, I believe the heavy lifting is done and we are entering 2020 ready to reinvigorate the Baraboo Area's economy.

I came on board this spring, shortly after the Executive Director and Marketing & Communications Manager positions both had been vacated. While getting up to speed in my new role, I worked with the Chamber board to hire Ben Bromley as our Marketing & Tourism Coordinator.

While getting comfortable in our new roles, we jumped right in, organizing the Chamber's summer events with help from Sandy Gavin in the front office. Meanwhile, we carried forward the Discover Real Baraboo [branding campaign](#), which had been unveiled earlier this year, just before our predecessors left.

We spent much of 2019 introducing the brand to the Baraboo Area community and encouraging our partners to use it. You've



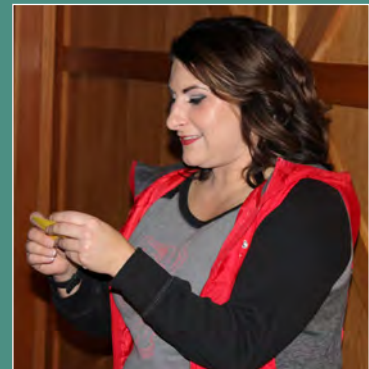
seen that slogan and the now-familiar "Baraboo B" on yard signs, billboards, print advertisements and social media campaigns. Our members have begun using the brand, reinforcing the message that when you see the "B," you know it has something to do with the Baraboo Area.

We are closing 2019 with a social media campaign designed to get holiday shoppers to Discover Real Baraboo. For 2020 we're planning an ambitious blitz that will market the Baraboo Area as a unique place offering unparalleled experiences. This will bring day trippers to our community and "put heads in beds" for local hotels, campgrounds and bed-and-breakfasts.

★ Rolling out the brand while also running our annual events - the golf outing, Big Top Parade, crab boil and more - was a challenge for two newcomers like Ben and me. We'd like to think we not only survived, but thrived, and are looking forward to hitting the ground running in 2020.

With the board's support, I'm tweaking our budget, our marketing plan and our Partner Package program. We are changing, and growing, constantly.

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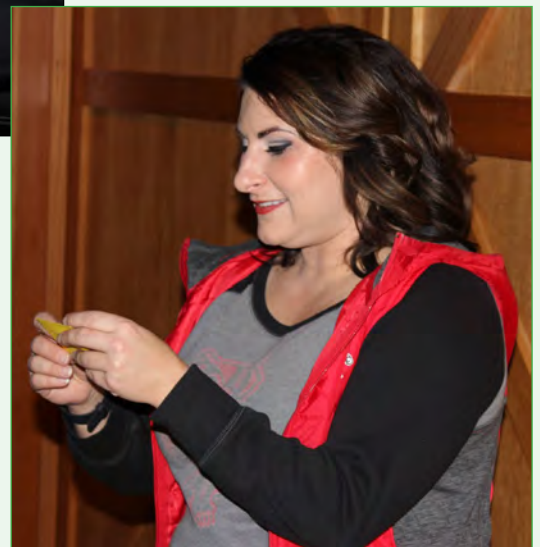
SHOW ME THE *Money!*

Cash Raffle drawing party draws a crowd

More than 150 people attended our November 16 Cash Raffle drawing party, hoping to walk away with one of four prizes. Held at [Baraboo Arts Banquet Hall](#), the event featured pizza from [Gem City Saloon](#), beer from [Port Huron Brewing](#) and that afternoon's Wisconsin Badgers football game on big screens provided by [Baker Staging](#) and Baraboo Arts.

Everyone walked away happy with a Badger win and a belly full of pizza. Especially happy were Karen Olson, who won the \$5,000 grand prize; Susan Sprecher, who won \$3,000; Ken Dressen, who won \$2,000; and Tracy Buglass, who won two tickets to the Badgers' next home game.

The raffle drawing served as halftime entertainment, as did Chris Anderson leading the group in a rendition of "Varsity."





COLLABORATIVE BUSINESS AFTER 5



Four members collaborated on November's installment of Business After 5, introducing themselves to Chamber members and showcasing their services.

[Agrace Hospice](#), [Econoprint](#), [Meadow Ridge Senior Living](#) and [Retirement Specialists](#) joined forces, providing food and drink from [Balanced Rock Winery](#) and raffle prizes. Join us for the December installment of Business After 5 on Dec. 9 at [Ho-Chunk Gaming!](#)



We have not yet put out an open call for Business After 5 hosts for 2020, as Platinum- and Gold-Level Partner Package sponsors will be given scheduling priority. Once those sponsors

decide whether, and when, they'd like to host a Business After 5 event, we'll invite the rest of the membership to fill out the remainder of the calendar.

Save the dates! Annual Dinner, Big Top Parade scheduled for 2020

Get out your calendars, everyone, we have some important dates already set for 2020!

Please mark your calendar for Thursday, January 16, when the Baraboo Area Chamber of Commerce will hold its Annual Dinner at Baraboo Arts Banquet Hall.

This “Champagne Toast”-themed event will begin with a cocktail hour at 5:30 p.m., followed by delicious appetizers at 6 p.m., and Darren’s address on his vision for the Chamber in 2020 - as well as award presentations - at 7 p.m. At night’s end, all will be invited to raise a glass to a successful 2019 and toast to all that is to come in 2020.

Online [registration](#) is open. Reserve your spot today and join in the fun!

Award nominations due Dec. 13

Speaking of those award presentations, the Chamber is now accepting nominations for the 2019 Rising Star, Community Service, Tourism and Business of the Year awards. For guidelines and the nomination form, click [here](#).

A review committee will narrow down the field of nominees to a few finalists and put them before the Chamber membership for voting in the New Year.



Big Top Parade will be July 18

July may seem like a distant date, but before you know it the eighth annual Big Top Parade and Circus Celebration will be upon us. This year’s date is Saturday, July 18.

Adapting Circus World’s 2020 theme of “Go West,” next year’s parade will follow a Western theme. Be sure to visit bigtopparade.com for updates!

INTERNATIONAL CRANE FOUNDATION



Gift Shop

Holiday Open House

Saturday, Dec. 7, 10 a.m. to 3 p.m.

E11376 Shady Lane Road, Baraboo

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RIBBON CUTTING LAURIE'S WHISTLE STOP AND MORE



Congratulations to Laurie Lindell on her new location at 206 E. Walnut St. in North Freedom! Laurie's Whistle Stop and More began as a home-based business and has expanded into a commercial storefront that provides a showcase for Laurie's whimsical home decor. The new location also is home to Lil DA's Guns.



RIBBON CUTTING SAUK COUNTY ART ASSOCIATION



On November 20 we held a ribbon cutting for the [Sauk County Art Association](#), which has established a gallery at 612 Oak St. The group's members will volunteer their time to operate the gallery, sharing the space with Debra Grall's Yellow Feather Gallery. The artists made festive use of the ribbon after it was cut!



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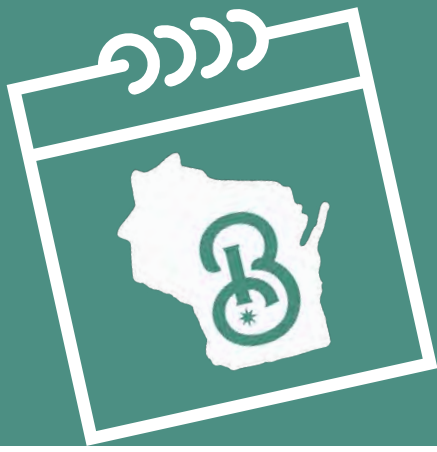
Set up & tear down | Cotton tablecloths with
holiday centerpieces | Choice of caterer | Full bar available

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before it's
too late!*

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To tour the space or secure your ideal date for your holiday event, contact
Karen at 608.356.1096 or Karen@BarabooBanquet.com

www.BarabooBanquet.com



UPCOMING EVENTS



New Member Orientation

Thursday, December 5th, Noon-1 p.m.

Visitor Center

We will be covering: Mission, Membership, Services, Events, Tourism, Communication, and How to Get Involved. Open to new and not-so-new members!

[Register here](#)



Business After 5

Monday, December 9th, 5-7 p.m.

Ho-Chunk Gaming

Wrap up a year of great Business After 5 events and share holiday cheer with your fellow Chamber members at Ho-Chunk Gaming, S3214 County Highway BD!

[Register here](#)

Sit
Down
with
Sandy



Sit Down with Sandy

Thursday, December 12th, Noon-1 p.m.

Visitor Center

Learn more about the online Member Information Center (MIC), set up your login and learn more about maximizing your online membership benefits. Please bring a laptop.

[Register here](#)



Holiday Open House

Wednesday, December 18th, 9 a.m.-Noon

Prepare to ring in the holiday season with snacks and refreshments at the Visitor Center. Come and go as you please, but please pop in to the Holiday Open House!



**BARABOO
AREA** CHAMBER
& TOURISM

Annual dinner

Annual Chamber Dinner and Meeting

5:30 p.m. Thursday, January 16

Baraboo Arts Center

Celebrate a banner 2019, enjoy delicious food and learn about what the Chamber leadership has in store for 2020 during this "Champagne Toast" event!

[Register here](#)

NOVEMBER RECAP



Ambassadors meeting at [Tin Roof Dairy](#) • November 18



Three lucky winners turned their Cash Raffle tickets into prizes! Karen Olson's ticket was drawn for the top prize of \$5,000 on November 16. Karen (at top) came by the Visitor Center the next week to pick up her check and pose for a photo, as did \$3,000 winner Susan Sprecher (above) and \$2,000 winner Ken Dressen (below).



Barry visit to [Wisconsin Dells Craft Mall](#) • November 11



BOARD LUNCH

Thank you to [KFC](#) for providing lunch for the November Board of Directors meeting!



NOVEMBER RECAP



Darren birthday bash and cookie giveaway
November 10

**Be sure to welcome
our new members!**

[Living Hope Church](#)
[Stage III Theatre for Youth](#)
[Radio Shack](#)



Decorating for Christmas • November 26



DETERMINATION. PERSONAL RESPONSIBILITY.
CHALLENGES. OBSTACLES. OPPORTUNITY.

DO DIFFERENT 2020



AS WE ENTER THE NEW YEAR, WHAT DO YOU WANT TO DO
DIFFERENT IN 2020...IN YOUR PERSONAL LIFE,
PROFESSIONAL LIFE, YOUR BUSINESS, AND WORKPLACE?

WE HAVE GATHERED EXPERTS TO HELP CHALLENGE YOU,
ASK QUESTIONS OF YOURSELF, AND YOUR WORKPLACE

SCHEDULED TO APPEAR:

GEORGE KOONCE

FORMER GREEN BAY PACKER
"DREAM BIG, WORK HARD, BE INSPIRING"

SIDNEY FRIEDMAN

ONE OF AMERICA'S TOP MENTALISTS
"THE POWER OF YOUR MIND"

LINDSEY HEISERMAN

AUTHOR, LIFE COACH, ATHLETE
"MENTAL, EMOTIONAL, AND PHYSICAL WELLNESS"

SUZY SIMONSON

BEST SELLING AUTHOR AND SUCCESS STRATEGIST
"STROKE TO SUCCESS"

WENDY BABCOCK

TEAM BUILDING COMMUNICATION SPECIALIST
"CREATING A COMPLAINT FREE WORKPLACE"

PAULA GILBECK

PUBLIC RELATIONS SPECIALIST
"PROTECTING YOUR REPUTATION IN A CRISIS"

WEDNESDAY - JANUARY 8TH \$99

CHECK IN 8:00 AM
EVENT STARTS 8:30 AM
LUNCH INCLUDED
WATER & COFFEE ALL DAY
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