



BARABOO AREA CHAMBER & TOURISM

GREETINGS FROM EXECUTIVE DIRECTOR DARREN HORNBY



It isn't just because I came costumed as Elvis that I say, to those who supported - and participated in - our June 11 golf outing, "Thank ya ... thankyaverymuch."

The Celebrity Golf Classic got a great boost from sponsors, raffle ticket buyers and silent auction bidders. And let's not forget the players, who filled the course and - in many cases - arrived dressed as their favorite celebrities. It isn't every golf outing that features Rocky Rococo teeing off in a white suit and wide-brimmed hat. Thanks to all!

The Chamber didn't have long to bask in the afterglow of the golf outing, as the very next week we officially rolled out the Discover Real Baraboo brand. Funded by five partners - the village of West Baraboo, city of Baraboo, Downtown Baraboo Inc., the Business Improvement District and the Chamber - the brand was developed by The House United of Milwaukee.

The brand consists of logos, typefaces and color schemes designed to help the Baraboo Area promote itself in a uniform, integrated

DISCOVER REAL BARABOO

way. Denise Kohnke of House United attended our June 20 rollout event at Con Amici Wine Bar to show stakeholders how the brand should be used. It should appear not only on the Chamber's website and posters, but on members' marketing materials, as well. It could be placed on T-shirts, baseball caps, smartphone cases and, in the long term, on signs welcoming visitors to the Baraboo Area.

We distributed flash drives containing all the files stakeholders need to use the brand, and we added Barry the "Discover Real Baraboo" Bear to our team: He will happily visit members who use the brand in their own marketing materials, and will pose for photos to be posted via the Chamber's social media channels!

As June turned to July, our focus shifted to the seventh annual Big Top Parade and Circus Celebration, set for Saturday, July 20 in downtown Baraboo. The organizing committee is busily lining up parade entries and vendors. This year's event will feature not only an outstanding parade led by Grand Marshal Gene Allen Scott, but a "Boo-Stock" music festival, beer and wine vendors and grilled cheese sandwiches!

Now that warm weather has finally arrived, we're looking forward to a great summer!

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WHO'S READY FOR A PARADE?

Big Top Parade and Circus Celebration returns July 20

Baraboo is turning its annual Big Top Parade and Circus Celebration into a groovy, 1960s-style shindig.

Antique circus wagons, big top performers and marching bands will take to the streets of downtown Baraboo on July 20. Inspired by Circus World's "Summer of Luv Under the Big Top" theme for 2019, honoring the institution's 60th anniversary, the Big Top Parade and Celebration will be a real gas, celebrating the '60s in marvy fashion. Built around the 11 a.m. parade, Circus Palooza will run from 9 a.m. to 3 p.m. on Baraboo's courthouse square.

The parade will be led by Grand Marshal Gene Allen Scott. No stranger to the '60s, Scott got his start as a DJ in that decade, and his weekly oldies show on 99.7 MAX FM attracts listeners who came of age during the Summer of Love.

"The Baraboo Big Top Parade committee loves to shine the spotlight on people who have contributed to our community, and Mr. Scott has been bringing music and entertainment to the people of south-central Wisconsin for more than 50 years," said Dave SaLoutos, Circus World's performance director.

Before and after the parade, a Circus Celebration designed for kids of all ages will delight the 30,000 spectators who descend on Baraboo each year. Scott will host a mini-music festival and dance dubbed "Boo-Stock," which will pay tribute to the famous Woodstock music festival of 1969. "I especially enjoy the opportunity to perform live," he said. "I lived and worked the music scene in the '60s and '70s and have a real feeling for the music of this era."

This year's event is sponsored by Baraboo State Bank, which has been a business partner of local cir-



cus enterprises since it helped the Ringling brothers get started with their first loan in 1876.

"Baraboo's 147 years of circus heritage is only possible because of 162 dedicated years of Baraboo State Bank's devotion to Baraboo and its circus heritage," said Circus World Museum Director Scott O'Donnell. "There's probably no other fiscal or financial institution in the country, and maybe the entire world, that has ever used an elephant as collateral."

Was the bank delighted to continue its legacy of promoting the circus and preserving the traditions of

this time-tested art form? You bet your sweet bippy!

"It's a commitment to our community, and especially the children," Baraboo State Bank Chairman Merlin Zitzner said. "They are the future, and it gives them a chance to enjoy animals, wagons, cotton candy and all of the good things that come with Baraboo's Big Top Parade."

boo's Big Top Parade."

When the bank agreed to sponsor the parade for a third consecutive year, the Baraboo Area Chamber of Commerce – which partners with Circus World in presenting the parade – said, "Right on!"

"We're overjoyed that Baraboo State Bank is leading the way as Presenting Sponsor," said Nanci Cafilisch, parade co-chair and past president of the Chamber of Commerce. "Their tremendous support ensures we can bring together an incredibly imaginative and inspired event that folks truly love, and brings happiness to so many!"

It's a day of fun certain to sock it to ya! Visit the event website at <http://bigtopparade.com>



WE ARE GO FOR LAUNCH!

Discover Real Baraboo brand designed to promote consistent messaging

The Baraboo Area's new "Discover Real Baraboo" brand is designed to unify the community's marketing efforts and establish a sense of place.

Funded by five partners - the village of West Baraboo, city of Baraboo, Downtown Baraboo Inc., the Business Improvement District and the Chamber of Commerce - the brand was developed over the course of several months by The House United consulting firm of Milwaukee, with direction from a local branding committee.

After wide-ranging discussions about the Baraboo Area's identity and how the community might best position itself to attract visitors, the consultants and stakeholders agreed Baraboo's authenticity is what sets it apart. World-renowned natural areas, historic sites and conservation institutions share this trait, making "real" a key word in marketing the Baraboo Area.

The House United proceeded to develop the "Discover Real Baraboo" brand. Built around that slogan, the brand includes logos, color schemes and typefaces. All were designed to help the Baraboo Area promote itself in a cohesive fashion - when visitors see those logos, colors and typefaces used, they'll come to recognize their association with the Baraboo Area.

In the long term, the brand may be used to attract visitors to the community through roadside signage. It may also be used to direct them to points of interest, once they've entered the

Baraboo Area, through their presence on wayfinding signs.

But in the short term, stakeholders should use the brand in their own marketing materials. Any business or organization or event would of course give its own brand top billing on its website and poster, but it also should incorporate the "Discover Real Baraboo" brand as a secondary element. If everyone does so, all promotion coming from the Baraboo Area will feature the brand in some way, linking us all and disseminating a consistent, easily recognizable message.

The Chamber of Commerce hosted a brand launch event June 20 at Con Amici Wine Bar. After Executive Director



Darren Hornby detailed how money has been - and will be - spent on the brand, Denise Kohnke of The House United told stakeholders how the brand should be used. She said repetition is key, because the brand will only hit home for visitors if it's ubiquitous. She called for it to appear on highway signage, storefront windows and street-level banners.

Stakeholders received flash drives containing all the files they need to use the brand. They also met Barry the "Discover Real Baraboo" Bear, who will promote use of the brand by posing for photos with stakeholders who incorporate the brand into their own marketing.

If you'd like to use the brand and need the digital files, send Marketing and Tourism Coordinator Ben Bromley a request at memberrelations@baraboochamber.com. You

should also email Ben if you're already using the brand and would like Barry to visit for a photo op and a great social media shout out!



All **FORE!** a great cause

2019 CELEBRITY GOLF CLASSIC HIGHLIGHTS



PHOTOS BY BEN BROMLEY,
LAURA MCARTHUR AND REBECCA JACKSON



Our June 11 golf outing had it all, from the Pink Ladies to Rocky Rococo to the King himself!

Many thanks to all who played and those who donated silent auction items and raffle prizes.

Thanks also to sponsors like grill master Kyle Mjelde of Top Hat!





The Grainery group (left) took top honors, with Kyle Mjelde and Patty Spragg bringing up the other end. We're grateful to Clint at Baraboo Country Club, volunteers like Sherri and players who dressed up!



JUNE RECAP



June 4 Ground Breaking
DEZ Tactical Arms



New Member Orientation
June 6



Sit Down with Sandy
June 13



June 17 board presentation
Get Loud for the Library

BUSINESS AFTER 5 – EDWARD JONES



A June 10 Business After 5 event brought a sizable crowd to Preston Baus' Edward Jones office on Second Avenue.

His family and staff were gracious hosts!



RIBBON CUTTING - VON KLAUS WINERY



Von Klaus Winery has much to savor. It's celebrating its 20th anniversary, it has opened a new Tasting Haus on Third Avenue, and it has joined the Chamber!

Von Klaus makes and markets a vast array of wines, introducing new flavors every year. Its new location lies in downtown Baraboo.



Von Klaus is owned by (at right, from left) Kenn Parker, Sierra Goodine, Dave Skibba and Alissa Skibba.



CGI VIDEO SHOOT



Baraboo Area Chamber of Commerce members got a closeup June 18 as CGI Communications came to town to shoot a video promoting the Chamber and its role in the community.

Nearly 20 locations and dozens of members will appear in the video, which the Chamber will post on its website and social media.

Many thanks to all who participated, as well as the dozens who volunteered but weren't included. Interest in participating was so strong, the Chamber could only include a fraction of those who answered the call for volunteers. We hope to involve you in future projects!

RIBBON CUTTING - BALANCED ROCK WINERY



After a “soft opening” this spring, Balanced Rock Winery held a ceremonial ribbon cutting June 12 at its newly built facility off Walnut Street near Baraboo Country Club.

Owners Matt Boegner and Kristin Harrington-Boegner are up and running in their main building, with a second building under construction.



AMBASSADORS MEETING

Thank you to [Baraboo Burger Company](#) for hosting the June 17 meeting of the Ambassadors Club. The outdoor patio was the perfect place to spend a pleasant evening and discuss the Chamber’s many upcoming ribbon-cutting ceremonies for new members! The Ambassadors will meet again at 5:30 p.m. July 22 at Balanced Rock Winery.

RIBBON CUTTING – BARABOOMS



BaraBooms will bring fireworks and further family fun to the Sauk County Fairgrounds on Thursday, July 4 from 6-10 p.m. Festival Foods is sponsoring fireworks at dusk. Before that, families can enjoy bounce houses, music and other delights.

WELCOME TO OUR NEW MEMBERS!

[Devil's Lake Boat Tours](#)
[Remedy Intelligent Staffing](#)
[Von Klaus Winery](#)
[Wellbeing Healing Services](#)



BOARD LUNCH



Thank you to Amber Giddings and the Barn Restaurant for the delicious lunch at the June Board of Directors meeting!

RIBBON CUTTING - REMEDY STAFFING



We are happy to welcome Remedy Intelligent Staffing as a new member! From its new office on South Boulevard, Remedy offers short- and long-term temporary staffing, and also helps clients make permanent hires in a variety of fields.

WANT TO GET INVOLVED?

With summer upon us, there are many opportunities to support the Baraboo Area's signature events by signing up to volunteer! Volunteering is a great way to meet people in the community, support worthy causes and have some fun in the process! Please reach out if you'd like to get involved in these upcoming events:

BaraBooms Fireworks

Thursday, July 4
Visit barabooms.com

Big Top Parade and Circus Celebration

Saturday, July 20
Send email to larry@mccoartists.com

Fall Night Market

Friday, September 20
Send email to ashleysellswisconsin@gmail.com or
nickigreen@cfbank.com





UPCOMING EVENTS



Social Media Lunch & Learn

Tuesday, July 2nd Noon-1 p.m.

411 on how to grow your business & make more \$\$ with a consistent brand & social media. Presented by Lacey Steffes and Steph Shanks

[Register here](#)



New Member Orientation

Wednesday, July 3rd Noon-1 p.m.

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](#)



Sit Down with Sandy

Thursday, July 11th Noon-1 p.m.

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](#)



Business After 5

Monday, July 15, 5-7 p.m.

Join fellow Chamber members at Ya Ya Bear, 110 Third St. in downtown Baraboo, for Business After 5.

[Register here](#)



Big Top Parade & Circus Celebration

Saturday, July 20th, 9 a.m.-3 p.m.

A groovy 1960s-themed circus parade at 11 a.m., with entertainment before and after in downtown Baraboo!

[Register here to volunteer](#)

[Register here to place an entry in the parade](#)

MALLARDS BASEBALL

BARABOO AREA CHAMBER OF COMMERCE NIGHT AT THE BALLPARK

August 7, 2019
Gates: 5:35pm | First Pitch: 6:35pm

GREAT DANE DUCK BLIND GENERAL ADMISSION
WHAT'S INCLUDED:

THREE TIERS OF OPEN-AIR
SEATING AND A COVERED BAR
AREA IN RIGHT FIELD

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CHICKEN · BONELESS WINGS · FLAME-BROILED
BURGERS · STODDARD'S CLASSIC BRATWURST
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BOTTOMLESS BEVERAGES

OVER 25 VARIETIES OF CRAFT AND
DOMESTIC BEER · PEPSI PRODUCTS

2019 MALLARDS HAT

\$54

WITH BEER

\$45

SODA ONLY



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IN PROMOTIONS BOX ON THE RIGHT SIDE OF THE SCREEN,
ENTER PROMO CODE BELOW:

BCC

FOLLOW SYSTEM INSTRUCTIONS TO COMPLETE PURCHASE

*Online orders include a \$1.75/ticket fee

OR CLICK THE BUTTON BELOW

[https://madison-mallards.northwoodsleague.tv/Home/
SelectPromoSeats?UserPromoCode=bcc](https://madison-mallards.northwoodsleague.tv/Home/SelectPromoSeats?UserPromoCode=bcc)

Questions? Contact Brayden at 608-246-4277 or Brayden@mallardsbaseball.com

THE DUCK POND AT WARNER PARK · 2920 N. SHERMAN AVE · MADISON, WI 53704 · (608) 246-4277 · MALLARDSBASEBALL.COM

Baraboo Area's 'Discover Wisconsin' episode to air again July 13

"Discover Wisconsin," the state's leading media brand and tourism TV show, will again shine its spotlight on the Baraboo Area. "Baraboo – Adventure Awaits" will air on Saturday, July 13 at 10 a.m. on Fox Sports Wisconsin and at 6:30 p.m. on WKOW-TV and is now available to stream on various platforms and at DiscoverWisconsin.com. The episode premiered in April.

Co-host Collin Geraghty kicks off the show with a beautiful kayak ride along the Baraboo River with help from Baraboo River Canoe and Kayak Rentals. Afterward, Geraghty takes a tour of the Baraboo area, heading to Gem City Saloon & Eatery for homemade pizza, Baraboo Social Club for a haircut, Driftless Glen Distillery for one of its signature craft cocktails.

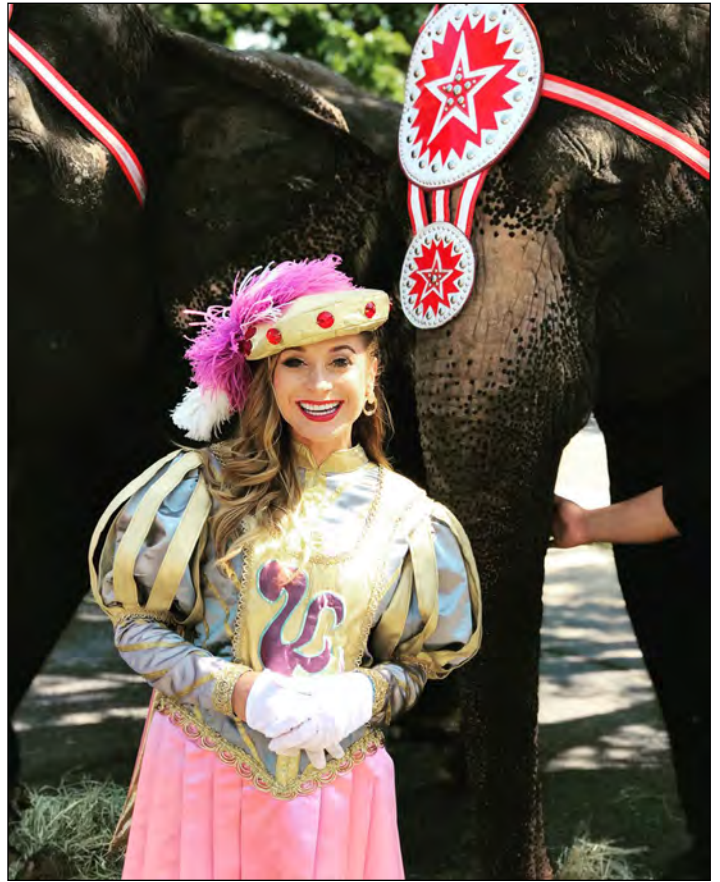
The episode continues as co-host Mariah Haberman explores downtown Baraboo and learns the history of the area with Baraboo Tours, a guided rickshaw tour company. She then stops off for lunch at Little Village Café, a small restaurant full of international flavors and a favorite among Baraboo natives. Haberman continues her exploration of downtown Baraboo with a little shopping, attending a cooking demonstration, and checking out Spa Serenity.

Haberman then heads out of downtown to visit Devil's Lake Lavender, a lavender farm and spa that offers beautiful sights, smells and experiences. She explores the more than 15,000 lavender plants on the property and participates in a session of goat yoga.



The show continues as Geraghty visits more of the Baraboo area with a stroll in Haskins Park, a visit to the Fair on the Square festival, and a trip to the Ski-Hi Fruit Farm for an afternoon of apple picking. He also visits the Ochsner Park Zoo, a free local zoo with a wide variety of animals from goats to monkeys, for a Keeper Chat with one of their staff members and a few furry friends.

Next, Haberman heads to some other iconic Baraboo sights. She explores Devil's Lake State Park to hike some of the nearly 30 miles of hiking trails and visits the International Crane Foundation to discover this global hub for crane conservation. She then experiences the whimsical circus culture of the town by taking part in the annual Big Top Parade and visits Circus World, the world's largest living history museum dedicated to circus history and culture. The museum showcases a big top show, the largest collection of circus wagons in the world, and countless artifacts. Haberman also visits the Al. Ringling Theatre, the historic playhouse donated to the city in 1915 by the eldest Ringling brother.



Above, "Discover Wisconsin" co-host Mariah Haberman poses with a Circus World elephant during the 2018 Big Top Parade. Below, co-host Collin Geraghty takes a scenic kayak ride along the Baraboo River.



"Baraboo is the very definition of 'unique,'" Haberman said. "From the gorgeous parks to the one-of-a-kind circus history, our crew is thrilled to name the Baraboo Area an official 2019 Discover Wisconsin Choice Destination!"

"Baraboo – Adventure Awaits" will reach "Discover Wisconsin's" broadcast network of 600,000 viewers across the upper Great Lakes region. It is also available for streaming on Apple TV, Amazon Fire, Roku, Smart TV, and Chromecast.

DISCOVER REAL BARABOO

ANNUAL EVENTS

Big Top Parade & Circus Celebration - Saturday, July 20th, 2019

Crab Boil - Monday, September 9th, 2019



Annual Dinner & Celebration - Thursday, January 23rd, 2020



BUSINESS AFTER 5 SCHEDULE

Click to RSVP!

[July 15 - Ya Ya Bear](#)

[August 19 - Top Hat](#)

[September 23 - Baraboo Area United Fund](#)

[October 21 - Teel](#)

[November 11 - Collaborative Business After 5](#)

[with Bev-Mit, Breunig CPA, Agrace, Econoprint,
Meadow Ridge and Retirement Specialists](#)

[December 9 - Ho-Chunk Gaming, Wisconsin Dells](#)

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