

Hayward Area  
CHAMBER OF  
COMMERCE

# Up North HAPPENINGS

January + February 2022

Just as quickly as winter arrived, it seems to be on its way out. It was a busy few months with many winter activities and events taking place!

## Chamber Office Updates

In January and February, our Information Specialists helped 429 guests in person and over 540 over the phone. 689 Hayward Lakes Vacation Guides have been mailed out to people inquiring about visiting the Hayward Area, an average of almost 17 per business day!

## Social Media Statistics

In the last 28 days, our posts have reached 71,132 people! 23,558 people have engaged with our posts and our videos boast 48,356 views.

Since January 1 our Instagram has had 27,895 impressions.

**#haywardwi**    **#upnorth**





# Celebrating Area Businesses



**January 19 Ribbon Cutting  
celebrating the McCormick  
House Inn grand opening**



**February 3 Ribbon Cutting  
celebrating ELEMENT Church's  
new building & location**

## Upcoming Business After 5 Events

March 31 @ Northwest Connection Family Resources with co-host EO Johnson

April 28 Aspen Acres Assisted Living

May 19 Shell Lake State Bank

**All members are invited to BA5 events & we hope to see you all at the next event!**

*BA5 is a great way to learn about other businesses in the area and what they've been up to, as well as socializing with other people in the business community!*

## Welcome to our new members!

*Please click on the business name to visit their website or social media*



[Acme River Rides](#)

[Bill Kutka Angling and Guide Service](#)

[Bullhead Bob's Bar & Grill](#)

[Higher Definition Media](#)

[ICATAP, LLC](#)

[Louie's Bar & Bites](#)

[Peanut Property Holdings, LLC](#)

[Wisconsin Sauna](#)

**Check out our online calendar of events for up to date information on area happenings!  
Don't see your event listed? Contact our office and let us know!**



# Just In Case You Missed It



**1** Hayward was featured in the "8 Best President's Day Fishing Locations in the US" article, published February 18, 2022. Read the full article at [fishingbooker.com](https://fishingbooker.com)

**2** Wisconsin Governor Evers was in Hayward on February 2 to present Tourism Capital Investment Grants to our [National Freshwater Fishing Hall of Fame](#) (for updates to museum facilities) and [American Birkebeiner Ski Foundation](#) (for development of the Mt. Telemark Village). Both grants directly impact two great organizations in our community that contribute to tourism and the history of Hayward.



**3** The [Chequamegon Area Mountain Bike Association](#) (CAMBA) was featured on the cover of the January 2022 edition of [Silent Sports Magazine](#). A great article featuring CAMBA trails in the winter and other area mentions was also featured in the issue. CAMBA also hosted their annual Seeley Big Fat Race on January 22 with 100% of the proceeds going back to winter grooming efforts.



Birkie Week 2022 came and went in a blur! Congratulations to all participants in all events! A big thank you to the business community, employees, volunteers, spectators and [ABSF](#) for making it a successful week for our area! The Chamber had a great time hosting the Giant Ski Race again on snowy Main Street.



**5** Hayward was also featured in the article "7 Small Towns in the U.S. That Are Basically Winter Wonderlands for Outdoor Exploration" at [wellandgood.com](https://wellandgood.com). Find us at number 4!

**\*\*Pictures and information were provided on business or organization Facebook pages**



# Better Together As a Community



Thank you to these businesses who recently supported other businesses or organizations in the community with donations, awards, and scholarships.



Sevenwinds Casino donated \$1,250 to the Hayward Community School District in January. Backroads Coffee has also implemented the Hurricane Hot Chocolate Donation and \$.25 per hot chocolate sold will be donated to the schools. \$122.50 was donated in January.



To celebrate Healthcare Appreciate Week, the American Birkebeiner Ski Foundation thanked healthcare workers and recognized the significant efforts of front-line staff in response to the surge in COVID-19 cases by treating area healthcare workers to Backroads.

TNT's Sports Bar & Grill holds BINGO every Monday and raises money for the Senior Resource Center. In 2022, over \$2,000 has already been raised and donated.

*Thank you all for giving back!!!*

*\*\*Pictures and information were provided on business or organization Facebook pages*



Hayward Foundation for Educational Enrichment recently awarded several grants to fund projects at all levels of the Hayward Community School District. The first project received was puppets and a whiteboard puppet "stage" for the 4K classes presented on January 20.



Johnson Financial Group matched contributions from their employees and donated \$2,170 to The Park Center on January 26.

Have some fun news to share or something great that you've recognized happening in the community? We want to hear it! Contact [brianna@haywardareachamber.com](mailto:brianna@haywardareachamber.com) or call us to tell us all about it:

(715) 634-8662