

UPCOMING EVENTS

- June 10—Citywide Rummage Sale
- June 11—Breakfast on the Farm. 8 am—noon
- June 15—"Dry Needling" presented by Eric Tarsi, Physical Therapist.
- June 18—Music in the Park at 5:30 pm (every Sunday thru Labor Day weekend)
- June 24—Playground Palooza at Lakehaven Hall 5—10 pm
- July 3—Independence Day Celebration. 3 pm at Lakehaven. Fireworks at dusk.
- July 4—Lakeshore FireCracker 5K and Smokehouse Jamboree
- July 11-13—Farm Technology Days
- July 20—"Eating for Life" presented by Dr. Olson & Mary Enright-Olson
- August 17—"Wellness as a Whole" presented by Marcia Hayes, NP
- Visit Kewaunee.org for a complete listing. Click on "EVENTS"

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Independence Day Weekend Activities

Kewaunee has a lot to offer the first weekend of July through Independence Day! The fun kicks off on Sunday, July 2nd at Noon with the Clock Celebration. There will be a bounce house, face painting, lawn games, raffles, food served by the Kewaunee Fire Department and at 5:30 pm, Bazooka Joe will perform.

On Monday, July 3rd, the Chamber will open Lakehaven Hall to celebrate our nation's birthday! Muskrat City Sportsmen will serve food beginning at noon. The menu includes fried cod, walleye, perch and combo plates along with burgers and brats. From 3—5:30 pm, the Ron Gillis Band will perform.

The 2nd Annual Art Walk will also kick off at 3 pm. Be sure to stroll through the downtown area and vote for your favorite banner. Winners will be announced later in the evening. There will also be student art work of Kewaunee's Lighthouse available for purchase. This is a fundraiser for the Lighthouse Preservation Committee.

The Veteran's Parade kicks off at 6 pm from the staff parking lot at the Kewaunee Grade School. The route will go east on Lincoln, turning left on Third Street, and then right on Center Street. The route will cross Milwaukee Street and continue down Main Street, ending at Ellis Street. Please be to the Grade School parking lot at 5:30 pm. At the conclusion of

the parade, there will be kids activities at Lakehaven Hall.

To top the night off, at 8:45 pm there will be a Veteran's Tribute followed by Brown Fest Fireworks to light up the night sky.

Independence Day kicks off with the Lakeshore FireCracker 5K Run-Walk, sponsored by the Kewaunee PR Committee.

Pre-registration can be done online at signup.itstracetime.com. Registration the day of the event runs from 6:30 until 7:30 am. The race begins at 8:30 am near the Grandfather Clock. The race course follows the Ahnapee Trail. For more information, contact Lisa at 920-255-3492.

Rounding out the activities on July 4th is the 3rd Annual Smokehouse Jamboree, sponsored by the Violence Intervention Project. The event is held at the Barnsite Retreat Center and admission is free! There will be a pentathlon, pie eating, sack races, egg toss and more! Pig roast meals and beverages will be available for purchase. Come out and enjoy music, raffles, bake sale and other kid's games.



HELP! Volunteers Needed!

The Kewaunee Area Chamber of Commerce Tourist Information Center is in need of volunteers. If you or someone you know is willing to give a few hours or more a week, please contact Molly at the Chamber Office.

Volunteers typically work a

four hour shift from 9 am until 1 pm or 1 pm until 5 pm. The Chamber Building is open from mid-May through the end of October.



This is a great way to meet new people from all over the State of Wisconsin, the Country, and

even the World!

Molly will work with new volunteers to let them know what is going on in Kewaunee and the surrounding areas.

Volunteers answer questions, provide dining and lodging recommendations and be a friendly representative of our great community!

“In small towns, it’s easier to get involved and make a difference, and a smaller project can make a bigger splash.”



Rural & Small Town Facts...

1. US Census Bureau classifies communities under 2,500 people as rural.
2. Over 59 million people live in rural areas.
3. Tourists have lost interest in cookie cutter restaurants, hotels and attractions. They want unique experiences in small towns.
4. Heritage tourism is getting visitors on the backroads looking for historic churches, barn quilts, etc.

Rural & Small Town Trends for 2017

Reprinted from www.smallbiztrends.com. By Becky McCray

Every year, I read the latest batch of trends articles: tech trends, small business trends, marketing trends. I find myself wondering, where the heck do these people live? Because it’s obviously not in a small town. That’s why I’m back with new trends that apply in rural places, small towns and any community under about 20,000 in population.

Rural OmniLocal

Instead of waiting for customers to walk in the front door, smart rural businesses are using the same omnichannel tactics as big businesses. In order to reach more than just the local reach more than just the local customers in their small towns, rural businesses are selling via their own websites, platforms like Amazon or E-bay, custom apps, automated deliveries and monthly subscription boxes.

Independent Workforce

Contingent workers, independent professionals, freelancers, and the gig economy are all converging as more people make their own way while staying rural, rather than moving to the big city for jobs. Because rural independent workers have a lower cost of living than urban ones, they are better able to compete in digital talent marketplaces.

Innovative Rural Business Models

Small town businesses are not just the mom-and-pop retail store downtown. We just

talked about how those mom-and-pop retailers are going rural omni-local and how the independent workers are creating their own gigs. Other innovations are also taking hold. Smaller business experiments are replacing all-in bets on a full-size business, maybe filling only a couple of hundred square feet instead of 5,000 square feet. Temporary businesses pop-up for a day, a week or a season to test the waters. Mobile businesses gather up market share by moving from small town to small town. Shared spaces bring together co-working, artist’s studios and galleries, maker spaces and stores inside of other stores.

Local Stores Beat Big Boxes

Big box stores are tipping into a scale implosion of their own making, as they close stores, shed square footage and generally try to adjust to a retail future that is splitting around them. Their special skill used to be the huge selection and low price. All of that business will go to online retail giants. The other side is the return to customer service, curated selections and the enjoyment of shopping. That is where local retail eats their lunch. Sales at small retailers have increased faster than sales at big retail stores since 2012. They haven’t caught up, but they’re increasing faster.

Local Stores Beat Online — For Some Things

While local stores excel at customer service, curated selections and the enjoyment of shopping, they’ll need to adopt new technology to

merge the immediate gratification of being close to customers with better information like customer reviews, personalized recommendations and in-depth product information. As online retailers make more forays into the physical retail world, they’re experimenting with technology to combine the physical with the virtual. Watch for local stores to copy their experiments from below.

Travel Motivations Favor Rural

Small towns excel at offering authentic experiences. Visitors can easily connect with culture, history and a sense of place all in a walkable-sized package in a small town. International travelers are starting to make rural regions like the Deep South their first destination in the US, skipping traditional big city visits. Instead of checking famous sights off a list in a guidebook, they’re seeking out the local artists, authentic foods and hidden gems recommended by friends and fellow travelers.

“Urban” Development Trends Sound More Like “Small Town”

Placemaking, walkability, Strong Towns and public spaces are all “urban” planning and development trends, and they all focus on making urban places more like small towns. Small towns already have compact, walkable cores in their downtowns. They have walkable distances in their historic development, and they already have built public spaces waiting for revitalizing

Mark your Calendar!

The Annual Chamber Banquet will be held on Tuesday, October 3, 2017 at JW's Place in Slovan. Cocktails will begin at 5:30 p.m. with dinner at 6:30 p.m. The banquet is a great time to network with other business people in the community.

Niki Petit from Insight Creative, Inc. will be present to give an overview of marketing and promotions. Based off of the surveys completed last fall, this

is the number one need of Chamber members.

Also at the banquet, new directors will be nominated and voted upon by the general membership.

The banquet is also our chance to say "Thank You" to our volunteers that put in countless hours at the TIC throughout the year. More information related to the banquet will be sent out as the date gets closer.

Visitor Guide Books

As we are in the middle of the busy season, we hope you are distributing a number of Visitor Guide Books. These guide books provide information on area events and attractions.

Guide Books also provide the opportunity for you to showcase your business in an advertisement. If you have ideas for Guide Book articles or need more books, please let Molly know.

Rural & Small Towns (from page 2)

activity. In small towns, it's easier to get involved and make a difference, and a smaller project can make a bigger splash.

Small Towns Crowdsource Their Future

It used to be just a few people were town leaders, and they could gather in a room to decide the town's future. Today, everyone in town has the communication tools to

organize themselves and create their own future. Smaller creative projects are emerging from the ground up, as people simply decide to start something and end up shaping a better future for their town.

The Next 30 Years ...

These trends are either just now emerging or are already in full swing. What will the next 30 years bring?

Chamber Memberships

Once again, the Chamber will hold its Membership Drive beginning in October. We will also be working on the Guide Book so that it can be published and distributed by mid-February.

Hopefully with this in mind, those businesses and organizations that have concert series can book a little earlier so the books can be published earlier. We get a number of requests in February for Guide Books.

Kewaunee Pierhead Lighthouse Fundraiser

Kewaunee School District art students have been busy learning about the Kewaunee lighthouse by doing various art projects featuring the Kewaunee lighthouse.

Students in kindergarten have created colored notecards, while some of the older students have created canvas portraits of the



lighthouse. This was a schoolwide activity that all grade levels participated in.

The student artwork will be available for purchase at

Lakehaven Hall on July 3rd. Proceeds will benefit the Friends of the Kewaunee Pierhead Lighthouse and be used for the restoration of this historic landmark.

Healthy Lifestyles Program

Kewaunee Health & Fitness is working with local health experts to present a series of programs open to the public related to healthy lifestyles.

Upcoming events include the following:

- ◆ June 15, 2017 "Dry Needling" presented by Eric Tarsi, Physical Therapist.
- ◆ July 20, 2017 "Eating for Life" presented by Dr.

Olson & Mary Enright-Olson.

- ◆ August 17, 2017 "Wellness as a Whole" presented by Marcia Hayes, NP.

All events are FREE and held at Kewaunee Health & Fitness. Programs begin at 10:20 a.m. and run until 11 a.m.

Music in the Park

Music in the Park begins on June 18th and runs every Sundry through Labor Day.

Thank you to our sponsors:

Atrium Post Acute Care, Blazei Hoof Trimming, Flanigan Distributing, Harbor Express, Piggly Wiggly, Prevea Health Center, Nicolet National Bank

Upcoming Events

Do you have an upcoming event? Do you want to know what is going on in the community?

Check out the Chamber's website! The Calendar of Events can be found under the Events tab.

If you have an upcoming event, please email the Chamber to have it listed.

Kewaunee Artisan Center

The Kewaunee Artisan Center was the beneficiary of the sale of art at Sip, Savor, & Support the Arts, sponsored by the Kewaunee Area Chamber of Commerce, held on April 29th. The money will be used to defray on-going operating expenses. Class fees generally cover the salary of the teacher with a little left over, but not enough to cover the balance of expenses for rent, lights, heat, phone, computer services, and liability insurance. Class fees are kept affordable for the people of the community who wish to engage in artisan classes.

The Center formed a non-profit 501(c)3 organization three years ago.

A new slate of classes is offered quarterly with the schedule being made available on Facebook, Kewaunee Library, grocery stores in Kewaunee, Algoma, and

Luxemburg, and most public buildings in the county. Classes may be either ongoing, lasting 6 weeks, or they may be one day events, depending on the subject.

The Center offers classes for people of all ages and abilities and Artisan Center members do many charitable projects for people of the community, such as Quilts of Valor for Veterans, premature infant garments and blankets, NICU blankets, caps, capes, pillows, and tote bags for dressings for cancer patients.

Most classes are held at 401A Harrison Street. Others may be at a location specific to the subject. If you are interested in finding out more information, please

contact us at 920-304-8018 or KewauneeArtisans@att.net.

Submitted by Julie Thoreson, President of KAC.



KSD All Inclusive Playground

The Kewaunee School District believes that every child, regardless of ability, deserves a chance to play and have fun.

The All Inclusive Playground is designed so that children with mobility challenges will be able to access every area to play alongside their peers. The equipment will have ramps that are wheelchair and walker accessible. There are lots of sensory boards to play with along the way. The flooring is going to be a poured, in place surface.

The construction is expected to kickoff and be completed in August.

There will be a fundraising event at Lakehaven Hall on June 24th from 5 to 10 pm to raise funds for the completion of this project as it was NOT part of the building referendum. There will be food, beverages, raffles and live music by The Mockingbirds and Jeff Stoeger.

Help support this great cause!

Kewaunee County Visitors Greeted with New “Welcome” Sign

Kewaunee County has begun the installation process of three new “Welcome to Kewaunee County” signs on its major highways that celebrate the lake.

The signs featuring blue waves and the tagline “The Good Life on a Great Lake” will be visible when traveling into the county on HWY 29, HWY 54 and HWY 42.

The sign process started taking shape in August, when the Kewaunee County Promotion & Recreation Committee first selected the design and then finalized the color in October.

The installation will begin with the replacement of the signs on HWY 29 and HWY 54. The current signs at these two locations were put up nearly two decades ago. It was decided in 2015 by the Kewaunee County Finance Committee that \$10,000 would be made available in the next budget for their replacement.

Meanwhile, the HWY 42 location is a brand new location. In December, Kewaunee County entered into an easement agreement with Dominion to permanently place a sign just before the Kewaunee Power Station. The sign

at this location has been funded by Dominion through a generous donation made to Kewaunee County.

“This is us moving forward with a new look and the message that we’re lucky enough to live on one of the five Great Lakes,” said Jennifer Schneider, Kewaunee County Tourism Coordinator/Public Information Officer. “Kewaunee County is located on the beautiful Lake Michigan and we’re open for business.”

As Kewaunee County works to attract more visitors, the sign installation follows the news from the Wisconsin Department of Tourism that direct visitor spending rose to \$17.6 million in 2016 for Kewaunee County, which is up from \$17.4 million in 2015.

“We have so much to brag about in Kewaunee County, we just need to continue getting the word out,” said Schneider. “And another really great thing about these three signs, is that we have permission from the Wisconsin Department of Transportation to hang event banners just below each of them and help promote the good

things happening here.”

PLEASE NOTE: Banners highlighting events cannot exceed 3’x7’ and will only be hung up and taken down by the Kewaunee County Promotion & Recreation Department after being brought to the office, E4280 CTH F, Kewaunee, for approval. Also, banners may only list event names and details, any other types of advertising is strictly prohibited, including private business names, logos, trademarks, etc. The Kewaunee County Promotion & Recreation Department reserves the right to reject any banner for any reason, including those not meeting specific requirements to stay compliant with rules and regulations from WisDOT.

