

PERSPECTIVES

MARSHFIELD CHAMBER OF COMMERCE & INDUSTRY /// NEWSLETTER JUNE 2022



DAIRYFEST 2022

The City of Marshfield is celebrating it's 150th year anniversary, Dairyfest 2022 will be "Lookin' Back and Moovin' Forward," with the 41st annual festival held June 3-4 in Marshfield.

Dairyfest kicks off Friday, with the Dairyfest Breakfast from 5:30-9:00am. The first 1,000 attendees will get to take home a commemorative, ceramic coffee mug.

Food Truck Friday will take place in Columbia Park and Wenzel Family Plaza starting at 11:00am.

Later that day, "Picnic in the Park" will be held in Columbia Park from 5:00-8:00am. Purchase delicious food from several food trucks and non-profit organizations. Children's games and activities will be held in the park, and the Marshfield Civic Band will perform.

Also on Friday, will be the kick-off to summer concert in Wenzel Family Plaza! There will be outdoor games, more food trucks, and live music from 6:00-9:00pm.

Saturday's activities are jam packed and begins with siblings Ashley McCauley and Jordan Wolf looking to reach new heights as they make an attempt for the world record book for tallest stilts.

Additional activities include a traditional parade starting at 11:00am, pie and ice cream social at Upham Mansion from 10:00am-3:00pm, and downtown scavenger hunt.

Learn about the latest in advances in the agriculture and dairy industry at Ag Innovation Alley; see the Spudmobile; and participate in family activities in the Wenzel Family Plaza for "Center City Fun Day" from 10:00am-4:00pm

In the evening, an outdoor beer garden and music will take place at Nutz Deep II. There will be softball and disc golf tournaments as well.

For a complete list of activities on June 3-4, see the enclosed document later in this newsletter. *Special thanks to Marshfield Clinic Health System and Security Health Plan, MACCI's Presenting Sponsor for Dairyfest 2022.*

INSIDE...

- May Highlights
- Ribbon Cuttings & New Members
- Membership Survey
- Community News
- & more upcoming events!



MACCI

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CHAMBER FOUNDATION

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Executive Director

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CHAMBER NEWS

MAY HIGHLIGHTS

May was a month full of recognition. Honoring our outstanding area educators, Small Business of the Year, and our school to work participants who are dedicated to developing our future workforce.



Crystal Apple Awards Banquet, May 4 honored (pictured left to right) Kevin Gilbertson, Jessica Schier, Kimberly Kolstad, and Jordan Rayburn along with twenty-one other Teachers of Distinction.

On May 10, Scotty's Pizza and Chicken was recognized as **MACCI's 2022 Small Business of the Year**. Scott Berg and his wife Lisa (pictured to the right) accepted the award and stated how grateful and humbled they were to be recognized, thanking the Marshfield community for their years of support.



Then on May 19th, over twenty **Youth Apprenticeship** graduates (pictured below) were recognized along with their employers for completing their Youth Apprenticeship program. As noted on the Department of Workforce Development's website, Youth Apprenticeship (YA) integrates school-based and work-based learning to instruct students in employability and occupational skills defined by Wisconsin industries. Local programs provide training based on statewide youth apprenticeship curriculum guidelines, endorsed by business and industry. Students are instructed by qualified teachers and skilled worksite mentors. Students are simultaneously enrolled in academic classes to meet high school graduation requirements, in a youth apprenticeship related instruction class, and are employed by a participating employer under the supervision of a skilled mentor.



Local students from Marshfield High School, Columbus Catholic, Auburndale High School, Granton High School, and Spencer High School recently completed the program.

RIBBON CUTTINGS

Holistic Empowerment offers a holistic approach to wellness and provide clients with resources to achieve optimal health. Owner Zandra Morgan assesses a clients health, looking at history, lifestyle, goals, and provide therapeutic and preventative recommendations that help the body work more efficiently.



715-321-HEAL (4325)

War Room Museum & World History offers stories and displays from WWI to Desert Storm and from your neighbors' to foreign countries. This is a one of a kind experience with an extensive amount of rare items to be viewed. Every item on display has a story to tell from firsthand accounts. You will not leave with gaining a new appreciation for our veterans.



NEW MEMBER WELCOME!

Bug Tussel Wireless is dedicated to bringing world-class communications technology to every corner of Wisconsin. We are doing this by using fiber and cellular solutions in ways other companies have chosen not to.



Gypsie Hollow is a natural and holistic supply store. We offer wholesome ethically sourced products like; Rocks, Crystals & Minerals. In addition, we provide All-Natural home and bath products like; Soaps, Salves, Deodorants, Shampoo & Condition bars. Lastly, we provide a large selection of spiritual inspired products.

Come check them out at their Ribbon Cutting on June 23!

KG's Unique Rare and Antique Books has a large selection of new, used & antique books. Marshfield location will be opening in May 2022. Check out KG's Unique, Rare & Antique Books out on Facebook and Instagram..

Kailey's Kandles are handmade in Marshfield, WI from start to finish! Kailey's Kandles is a family owned, candle company



founded in 2018 by Kriss Schmitt. We make our candles with ingredients all sourced from the United States with 100% soy wax and fragrances to elevate your space made from the highest quality materials that are safe for your family! Visit her new store front on W. 2nd Street!

Bruce Orthodontics is committed to delivering the highest quality orthodontic care and do so by using the most advanced orthodontic technology including digital x-rays, SureSmile, and intraoral scanning.

Join us in welcoming and showing your support to these new Chamber members!

CHAMBER NEWS

2022 POWER OF AG CAREER EVENT HELD AT H&S



Over 300 sophomores from nine Central Wisconsin schools and about 15 businesses participated in the 2022 Power of Ag Career Expo to spark interest in agricultural careers and showcase the wide variety of jobs available in agriculture.

This event was held at H&S with businesses having booths to engage students in the many career opportunities in their industries. They also toured the H&S plant to learn more about assembly, wet & powder paint, and welding processes.

This event is supported by a generous grant from the 2018 Wood County Farm Technology Days and coordinated by the Marshfield Area Chamber of Commerce and Industry's Agri-Business Committee, along with sponsors: H&S, Northside Elevator Inc., AgCountry Farm Credit Services, and McMillan Warner Mutual Insurance Company.

Power of Ag was also coordinated in partnership with

the Marshfield Career Expo including: MACCI, UWSP Marshfield, Mid-State Technical college and the 9 area schools participating.



BROADBAND INTERNET TESTING



Tired of slow internet? All of us should have access to broadband for work, school, safety, health and play. But many homes and businesses in Central Wisconsin have slow or no internet access.

Together we can fix that. The first step is to identify and document the areas with no broadband or limited access to it. That's where you come in.

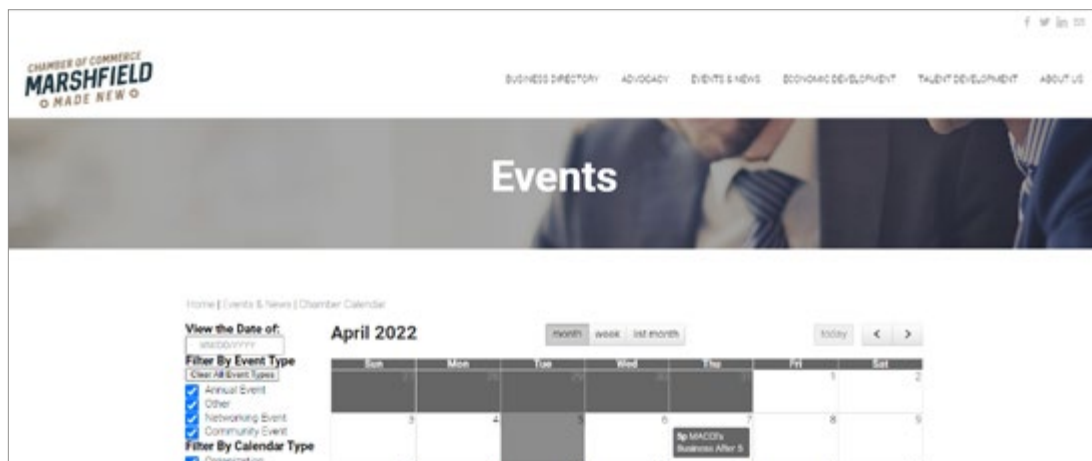
We need as many Central Wisconsin residents as possible to take a simple internet speed test.

Learn more later in this newsletter!

CHAMBER EVENTS

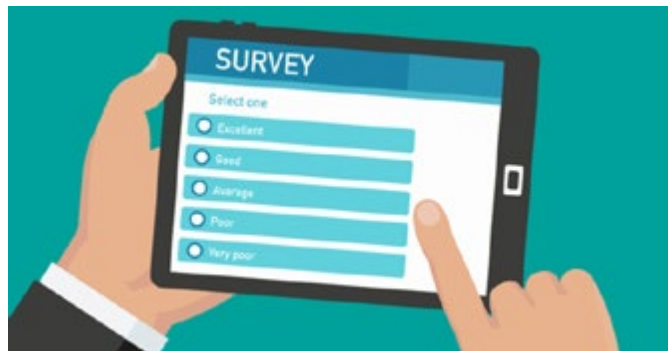
UPCOMING CHAMBER EVENTS:

- June 1:** Central Wisconsin Workforce Summit (see enclosed document for more information)
- June 3-4:** Dairyfest 2022 (see enclosed document for more details)
- June 9:** Ribbon Cutting at Board & Brush, Marshfield
- June 23:** Ribbon Cutting at Gypsie Hollow
- June 28:** Business After 5 at RiverEdge
- July 28:** Business After 5, "Escape to Marshfield"
- August 10:** Chamber Caper at RiverEdge



For a complete listing of events and to find more details on the above, check out the [MACCI website](#).

MACCI MEMBER SURVEY



At MACCI we are continually working to provide programs and services that will help benefit your business and/or organization. Your feedback helps us decide which features to build upon, and what improvements should be made to better assist you.

To help fulfill this mission, we are asking for your feedback. Please take 4-6 minutes to answer a few questions that will help guide us in the coming months. The survey is anonymous. If you choose to provide your contact information, you will be entered in to win a MACCI gift certificate.

You are able [take the survey now](#); open through June. Thank you!

CHAMBER NEWS

MACCI FRIEND OF AGRICULTURE AWARD

The Marshfield Area Chamber of Commerce & Industry started an Agri-Business Committee in 2005. The mission of this group is “to promote the growth and vitality of Central Wisconsin Agriculture for the benefit of the entire community.”

Our annual “MACCI Friend of Agriculture” award is a great way to honor an individual/family or business/organization that strongly supports Agri-Business.

Past awards have been presented to:

2007- Martin & Lucille Wolf, Memory Lane Farms	2008-Randy & Darla Schiferl
2009- Norm-E-Lane Farms/Meissner Family	2010- Nasonville Dairy
2011- Tom Drendel	2012- Bob Meyer-WDLB
2013- Hewitt’s Meat Processing Inc.	2014- Ken & Janet Bell
2015- Mike Sabel	2016- Weber’s Farm Store
2017- Nelson-Jameson, Inc.	2018- National Farm Medicine Ctr.
2019-AgCountry Farm Credit Services	2020- Mark Cournoyer
2021- Jerry “Jer” Lang	

GENERAL QUALIFICATIONS:

- Must be in an agri-business field in the Marshfield area
- Can be an individual, organization, family or business

SELECTION CRITERIA:

- Innovation in the industry
- Challenges they have overcome
- Commitment to Agriculture
- Commitment to the community (civic & leadership roles)
- Economic impact to the community!



This year’s recipient is H&S Manufacturing. As a long time Ag Equipment Manufacturer here in Central WI, not only is their brand recognizable to the local area, but farms and ag businesses seek their equipment products from all over North America and internationally.

As part of our local Ag community, H&S is regularly a sponsor of Ag and Ag youth activities. These efforts range in varying capacities from sponsorship, to the active purchasing of youth

livestock projects at the Market Sale, to company participation in the Field Demo committees for the Wood and Clark County Farm Technology Day Shows with company representative Ron Zygarlicke being the Field Demo Chair for the Clark Cty show this July. Recently H&S was used as a tour sight for the Careers in Agriculture Day organized by the Agri-Business committee also known as the Power of Ag Tour – this business opened their doors to nearly 350 high school youth and almost 20 other Ag Businesses to act as a lead sponsor, host, and promoter of the event. H&S has regularly welcomed high school students interested in manufacturing into their facilities for tour and educational field trips as well. H&S would be an excellent recipient of the Friend of Ag recognition, fitting the definition of award.

VISIT MARSHFIELD WELCOMES NEW MARKETING ASSOCIATE



Haley Sorbo (pictured far left with her sisters) is excited to be working with Visit Marshfield and to continue to learn more about Marshfield! She started in the tourism industry in May of 2019 and stated that she loves it is never the same day twice! Personally she enjoys being outside in the summer, whether it is reading a book, swimming or golfing!

SCHOOL OF RADIOLOGY COMPLETES ARTICULATION PATHWAY WITH UWSP AT MARSHFIELD



Marshfield Clinic Health System School of Radiology recently completed an associate degree articulation with UW-Stevens Point at Marshfield to offer students a pathway into the program.

“With this articulation, students now have the option to attend UWSP at Marshfield to obtain an Associate of Arts and Science degree with a pathway into Radiography,” said Krista Lambert, School of Radiology director.

Students can enroll and attend UWSP at Marshfield locally, fulfilling the general education requirements of the degree. Once completed, students apply for admission to the MCHS School of Radiology. If selected, enrolled students complete the 22-month radiography curriculum onsite at Marshfield Medical Center in Marshfield to complete

the program.

Upon graduation, students will receive an Associate’s Degree and a Certificate in Radiography. This certificate provides the graduate with the eligibility to sit for the American Registry of Radiologic Technology (ARRT) national certification exam in radiography.

“Successful completion of this exam provides the student with title of Registered Radiologic Technologist, and the opportunity to secure employment as a competent entry-level radiographer,” Lambert said.

With the addition of this articulation agreement, the School of Radiology has 11 pathway options, nine bachelor degree pathways and two associates’ degree pathways for students to select from. The UWSP at Marshfield pathway is the first to focus on providing opportunities to the local community, without having to attend college out-of-the-area.

If you are interested in learning more about the UWSP at Marshfield articulation pathway to the School of Radiology, or additional pathway track options, email Krista Lambert, Director, at lambert.krista@marshfieldclinic.org or visit the School of Radiology website at <https://www.marshfieldclinic.org/education/marshfield-clinic-school-of-radiography>.



COMMUNITY NEWS

THE HANNAH CENTER WISCONSIN RAPIDS EXPANSION PROJECT FUNDRAISING GOAL MET



The Hannah Center Inc. Wisconsin Rapids Expansion Project has officially raised the funding necessary to open a second location for women and children in crisis in Wisconsin Rapids.

Over the past three years, The Hannah Center Board of Directors and Advisory Committee members have worked to raise the funds necessary to purchase and renovate a location as well as funding for five years of operation costs. On April 20th, 2022 at the Rapids Tasting Tour event, the community rallied together and raised the remaining funds needed.

“We would like to thank the Wisconsin Rapids community members, businesses and churches who have helped us attain this goal. Our next steps will be to find a location and make a purchase offer. We are excited to begin serving the Wisconsin Rapids community and see this vision become reality,” Stated Rhoda Sternitzky, Board of Directors President.

The Hannah Center’s Program Coordinator, Tricia Fancher said, “We are so thankful for the community of Wisconsin Rapids. This vision would not be a reality without the support of the community members. We look forward to building relationships in the community and impacting the cycles of poverty, homelessness and more that have been crippling our communities for many years.”

The Hannah Center has existed in Marshfield, WI for 29 years as a home for women and children in crisis. “It is perfectly fitting that going into our 30th year we will also be celebrating the opening of a second location,” Says Ms. Fancher, Program Coordinator. The Hannah Center is a non-profit organization that accepts no state or federal funding to fulfill their mission of assisting women and children in life crisis through compassion and guidance in a nurturing environment.

You can follow the progress of the expansion, get involved or donate to The Wisconsin Rapids Expansion Project by following The Hannah Center on social media, on their website, www.hannahcenter.com or by reaching out Ms. Fancher, Program Coordinator at 715.387.6300.

MSTC OFFERS CONTINUING EDUCATION COURSE FOR SOCIAL MEDIA MARKETING



Mid-State Technical College is very happy to be offering the Continuing Education course for Social Media Marketing for Business in fall 2022. This Continuing Education offering will be open for other Mid-State campuses as well via telepresence with the instructor being onsite at our Marshfield Campus.

The course will be held in three two-hour sessions. Each session is a Wednesday and will be held 8:00 a.m. to 10:00 p.m.

- September 14
- September 21
- September 28

The course offering is posted on the Mid-State website and can be found by clicking this link. <https://courses.mstc.edu/Search/Class?id=&courseid=032652&topicid=0>

The overview of the course reads:

“Hyper-attract customers and traffic from a business perspective taught by a local expert with decades of experience with real-life applications. The three 2-hour courses on social media marketing will cover: social media marketing strategy, messaging to your customers, and using social media platforms.

The cost for this class will be \$150 per person.

VANDEHEY WATERS SET TO OPEN FOR THE 2022 SEASON

Saturday, June 4th is the date for Marshfield’s Vandehey Waters set to open (weather dependent).

Daily Hours

11:00 a.m. - 7:00 p.m.*

**There is a 30-min. staff break at 3:00 p.m. The facility will remain open but swimming will be prohibited.*

Check the [City’s website](#) for more information.



MACCI Hosts DAIRYFEST



CELEBRATING THE CITY OF MARSHFIELD'S 150TH ANNIVERSARY

PRESENTING SPONSOR:



Marshfield Clinic
Health System

SecurityHealthPlan

THURSDAY, JUNE 2ND

KICK-OFF TO SUMMER & GIVEAWAYS!

VISIT MARSHFIELD MADE NEW 3:30-4:30PM AT WENZEL FAMILY PLAZA

- CEREMONIAL START OF THE WATER FEATURE
- VANDEHEY WATERS & WISCONSIN DELLS GIVEAWAYS

FRIDAY, JUNE 3RD

DAIRYFEST BREAKFAST

5:30-9:00AM AT CENTRAL WI FAIR GROUNDS

\$7/PERSON, KIDS 6 AND UNDER ARE FREE



FOOD TRUCK FRIDAY

STARTING AT 11:00AM, COLUMBIA PARK & WENZEL PLAZA

PICNIC IN THE PARK

5:00-8:00PM AT COLUMBIA PARK

- FOOD TRUCKS · INFLATABLES · PETTING ZOO · COIN & CANDY HUNT · EDUCATIONAL GAMES BY RICHFIELD 4-H · REIS MARTIAL ARTS
- MAIN STREET CONSERVATORY OF DANCE · MARSHFIELD CIVIC BAND

FRIDAY FUN NIGHT

6:00-9:00PM AT WENZEL FAMILY PLAZA

- FOOD TRUCKS · OUTDOOR GAMES
- THE HEART-SHAPED ROOSTERS (A TRIBUTE TO NIRVANA) AT 6:00PM
- CULLAH AT 7:00PM

ENTERTAINMENT/STAGE SPONSOR: ENBRIDGE

USA SANCTIONED SOFTBALL TOURNAMENT

FRIDAY & SATURDAY AT THE MARSHFIELD FAIRGROUNDS

SATURDAY, JUNE 4TH

WORLD RECORD, STILT WALKING ATTEMPT

STARTING AT 6:00AM AT THE FAIRGROUNDS, WEATHER DEPENDENT

DAIRYFEST FLING XV DISC GOLF TOURNAMENT

ON-SITE REGISTRATION FROM 8:00-9:00AM AT BRAEM PARK
TOURNAMENT STARTS AT 9:00AM

LIONS CLUB KIDS FISHING CONTEST

9:00AM-3:00PM AT WILDWOOD UPPER POND

- KIDS 12 AND UNDER, \$1 FEE, TONS OF GREAT PRIZES!

DAIRYFEST PARADE

11:00AM STARTING AT 2ND & CENTRAL AVE. TO FAIRGROUNDS

PIE & ICE CREAM SOCIAL

10:00AM-3:00PM AT UPHAM MANSION

- CHECK OUT THIS YEAR'S SCAVENGER HUNT AND GREAT PRIZES!

CENTER CITY FUN DAY

10:00AM-4:00PM AT WENZEL FAMILY PLAZA
PREVAIL BANK · FOOD TRUCKS · INFLATABLES · PETTING ZOO
· MUSIC BY MATTHEW MCLEAN · PERFORMANCES BY

MAIN STREET CONSERVATORY OF DANCE · DAIRY SAMPLES · KIDS
PROJECTS WITH DISCOVERY EDUCATION · TOURS AT WAR ROOM MUSEUM

AG INNOVATION ALLEY

10:00AM-4:00PM AT BMO BANK PARKING LOT

- LEARN ABOUT INNOVATION & CAREERS IN AGRICULTURE!

CHAMBER OF COMMERCE
MARSHFIELD

Special thanks to the City of Marshfield Parks & Recreation, Street, Police & Fire Departments for their efforts in coordinating these weekend activities and to our Dairyfest Sponsors & Contributors:

AG COUNTRY FARM CREDIT SERVICES	NASONVILLE DAIRY
ALS MARSHFIELD FOOD SAFETY	NELSON-JAMESON, INC.
ASSOCIATED BANK	NORM-E-LANE FARM
BADGER STATE CRANBERRIES	NORTHSIDE ELEVATOR
BMO HARRIS	PARTNERS BANK
DAIRY FARMERS OF WISCONSIN	PREVAIL BANK
DAKOTA ELECTRIC	PRINCE CORPORATION
DENTAL CLINIC OF MARSHFIELD	PROVISION PARTNERS
ENBRIDGE	RICE'S CAPITOL CARPET
FESTIVAL FOODS	SECURITY HEALTH PLAN
GRASSLAND DAIRY	SIMPLICITY CREDIT UNION
H&S MANUFACTURING	STAAB CONSTRUCTION
HEWITT'S MEATS	STARBUCKS
HOCHUNK	VALLEY COMMUNITY CREDIT UNION
LAND O LAKES	WEBER'S FARM STORE
MARAWOOD CONSTRUCTION	WENZEL'S FARM
MARSHFIELD CLINIC HEALTH SYSTEM	WISKERCHEN CHEESE
MCMILLIAN WARNER INSURANCE	
MELODY GARDENS	
MID-STATE TECHNICAL COLLEGE	

COMMUNITY NEWS

MORE INSIDE THIS ISSUE...

Submitted articles, press releases and events from:

YOU HOLD THE KEY TO FASTER INTERNET SPEEDS IN CENTRAL WIS.

UWSP - MARSHFIELD CONTINUING EDUCATION AND OUTREACH

**CITY STAFF TAKE HOME WCM'S BEST OF THE MIDWEST MEDIA
FEST 2022 AWARDS**

CHILDCARING / FOCUS ON EARLY CHILDHOOD EDUCATION

2022 DOWNTOWN MARSHFIELD ECONOMIC PROFILE

**PREVAIL BANK ANNOUNCES EMPLOYEES WHO GRADUATE FROM
WBA'S (WISCONSIN BANKER'S ASSOCIATION) SCHOOL OF BANK
MANAGEMENT**

REIS MARTIAL ARTS OFFER FREE SELF DEFENSE EVENT



TEST YOUR INTERNET SPEED TODAY!

YOU HOLD THE KEY TO FASTER INTERNET SPEEDS IN CENTRAL WISCONSIN

All of us should have access to broadband for work, school, safety, health and play. But many homes and businesses in Central Wisconsin have slow or no internet access.

Together we can fix that.

The first step is to identify and document the areas with no broadband or limited access to it. That's where you come in.

- We need as many Central Wisconsin residents as possible to take a simple internet speed test.
- From your home or business, simply visit expressoptimizer.net/public/ or snap this QR Code by May 8, 2022. →
- It will only take a few moments and your personal information is always protected and will never be shared.
- Even if your home doesn't have reliable internet access, you can help. Visit expressoptimizer.net/public/ from a friend's home or the local library and click on "Enter an address with No Available Service" to complete the survey.

With this information, we can access grant funding designated to bring broadband to the areas of our community that need it.



**WISCONSIN ECONOMIC
DEVELOPMENT CORPORATION**





Continuing Education University of Wisconsin-Stevens Point



Offering Summer Camps
at all three campuses!

Find your camp today!
www.uwsp.edu/conted

*Scholarships available for
all youth programs*

Marshfield Summer Camps

- **Summer Theatre Camp: Newsies Jr. (Ages 11-18)**
 - Auditions June 27 or 28
 - Rehearsals: July 11-Aug. 17
 - Performances: Aug. 18-20
- **British Soccer Camp (Ages 4-18): July 11-15**
- **Full STEAM Ahead (Girls grades 7-8): Aug. 18-19**





Tom Loucks
Communications Director

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Local producers and City staff take home WCM's Best of the Midwest Media Fest 2022 awards

Tuesday, May 17, 2022 - Local producers, volunteers and City staff for Marshfield Broadcasting, a division of the Communications Department, have earned honors in this year's Best of the Midwest Media Fest held by Wisconsin Community Media on Thursday, May 12, 2022 in Madison.

Each year, Wisconsin Community Media member stations judge submitted works that aired on local public access television/online and radio stations with winners receiving awards at the Spring Conference and Awards Banquet. Top honors goes to local community producer Kris Kelly, who earned an Excellence Award for her program Hub City Presents Sheltering Hearts, Orenda Center Charity Drive.

- Mike Weigel, earned a Merit Award with his program, Holiday Stress
- Kris Leonhardt and Mike Warren both earned a Merit Award for Youth Logo Contest
- Jim and Mary Asplin earned a Merit Award for their Camera, Lights Polka Show
- Kris Kelly earned an Excellence Award for her program Hub City Presents Sheltering Hearts, Orenda Center Charity Drive
- Tom Loucks, Mike Weigel, Dan Ferch, Kris Kelly, Lois TeStrake and Jim Freund all earned a Merit Award for the Mainstreet Holiday Parade coverage in 2021.
-

Marshfield Broadcasting (MPTV, METV and MGTV), formerly known as Marshfield Community Television are operated by the City's Communications Department. The broadcasting channels accept submitted programming sponsored or produced by local video producers, non-profits, City staff and sponsored programs as a way to provide information and entertainment for local residents to watch. Content provided is aired on Spectrum Cable channels 989, 990 and 991, Roku, Amazon Fire, Apple TV, YouTube, Facebook, City Website and on marshfieldbroadcasting.com

The platform serves those who live, work or attend a school in Marshfield by providing access to the communication medium of television broadcasting, while supporting the First Amendment right to free speech. The intention is for the public to become engaged in their community through both watching and/or producing programs. The Communications Department is here to help guide those interested in producing or submitting a program for airing on the public access channels 989 or 990, so please call 715-207-0379 for more information.

###

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Your Local Child Care Resource & Referral Agency

**FOCUS ON
EARLY CHILDHOOD EDUCATION**

A card mailed to a regulated provider for Provider Appreciation Day. Thank you to all of the Card Project Volunteers.



Support a Quality Early Childhood System
Early Childhood Professionals Needed – Contact Childcaring

Quality early care and education promotes: healthy brain development in children, support for working families, economic impact, school readiness, lifelong skills, and more. However, a steady decline in child care providers is making it challenging for children to get the care they need. Childcaring, your local child care resource and referral agency, offers programs and supports for those interested in providing child care.

Child care providers are needed. Over the past 10 years, the central Wisconsin area has lost over 400 regulated child care providers. “We have heard from parents that they may lose their job or may need to quit if they don’t find child care. Parents are sometimes put on waiting lists that can be out a year or longer,” Childcaring Executive Director Kelly Borchardt said. Increasing the number of child care providers in central WI is important work.

If you or someone you know is interested in providing child care, contact Childcaring. Start up grants are available. Eligible providers have used start up grant funding to purchase equipment, materials, and classes required to obtain regulation. To learn more about providing child care or to register for an upcoming free start up session (offered in July, September, and November) contact Childcaring: 1-800-628-8534 or visit: www.childcaring.org .

Early childhood professionals aren’t just babysitters. Child care providers keep our children safe, nurture their curiosity, and prepare them for a lifetime of learning and growth. “Until we’re able to recognize how important child care is in the early years as a community as a society, I think we’re going to continue to struggle,” Childcaring Executive Kelly Borchardt said in reference to the lack of affordable, quality child care options for families. 7 Investigates Emily Davies digs into this complex issue in a special series, *Daycare Dilemma*. You can watch the series each Wednesday on NewsChannel 7 at 9 and 10. View the series website here: [Daycare Dilemma \(wsaw.com\)](http://Daycare Dilemma (wsaw.com)) .

Help us show a message of support for early childhood professionals. Childcaring is selling “Support a Quality Early Childhood System” t-shirts until Fri., July 15. The t-shirt FRONT says: “Children are the Future” and BACK: “All children deserve the BEST child care possible.” The order form is available on the Childcaring website.



Stay connected. Childcaring continues to help families find regulated, local child care, and resources in the community. Please do not hesitate to reach out (715.841.9490); subscribe to our weekly, email listserv: <https://childcaring.org/beta/newsletters/> and “Like us on Facebook” at: [@ChildcaringInc](https://www.facebook.com/ChildcaringInc).

Good Start Grants

Now Serving the Marshfield Area!



Helping Eligible
families pay
for child care!

(up to 65% of child
care tuition)



Marshfield Area
United Way



For more information
scan the QR code
or visit:



<https://childcaring.org/needhelppaying>

MARSHFIELD MADE NEW

APRIL NEWSLETTER

WALK THE DOWNTOWN JURUSTIC TRAIL

Thousands of visitors come to experience the whimsy of Jurustic Park each year. But what many people don't know is that some of the artist Clyde Wynia's creatures have escaped and have hidden in Downtown Marshfield.

To help you find these zany creatures and discover some of Marshfield's hidden gems for dining and shopping, we have created the Downtown Jurustic Trail.

3. CEDAR AVENUE & VETERANS PARKWAY

Delightful detour: follow the trail back to Central Avenue by way of Wenzel Family Plaza. Depending on the time/season, you may see kids splashing in the feature, people doing Yoga, food trucks, or live concerts. Satisfy your sweet tooth before moving on at 2-1/2 Cups Cupcakery & Bake Shop. At the spot marked #3 on your map, you'll find a towering, metal turtle.

809 S. Central Avenue



6. NUTZ DEEP II

Visit Nutz Deep II to find some of the newest creatures that have escaped from Jurustic Park, including a tropical fish, a guitar-playing mutt and more.

700 S. Central Avenue



1. MACCI

Outside MACCI, you'll find Tillie, a giant turtle who's facing the corner of S. Central Avenue and West 7th Street. Pick up a copy of Marshfield's Visitor Guide for helpful maps of Marshfield!

208 S. Central Avenue



2. CHESTNUT CENTER FOR THE ARTS

Here you'll see two creatures—a fiddling cat on Chestnut Avenue and a wide-eyed owl—stationed outside the building.

451 S. Central Avenue



5. HARDACRE PARK

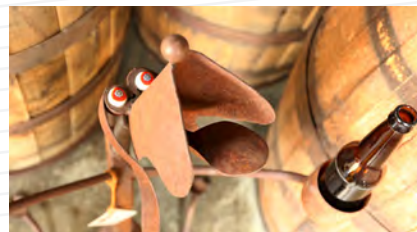
An impressive fish sculpture anchors the center of this park celebrating a famous former mayor. Sit awhile and enjoy the painted timeline of Marshfield's important historical milestones.



4. CHERRY AVENUE & 1ST ST.

Just a block past the Everett Roehl Marshfield Public Library, a large, fire-breathing winged creature stands guard, eyeing up the traffic on Veterans Parkway to the north.

108 W. 9th Street



7. BLUE HERON BREWPUB

Stop for some grub or a craft beer at this brewpub, built inside a former ice cream factory. Find musical cats, flying pigs and a literal booze hound, and raise a glass to a successful trip!

Take some selfies with your favorite Downtown Jurustic Trail creatures and share them with us on Instagram!

**DOWNTOWN BEER & WINE WALK
TICKETS AVAILABLE APRIL 1ST!**

Access online ticket sales from United Way (April 1):
www.marshfieldareaunderway.org/downtown-wine-beer-walk



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HUB CITY DAYS BREW FEST



HUB CITY DAYS CAR SHOW



TRICK-OR-TREAT DOWNTOWN



HOLIDAY WINE WALK



MAIN STREET BOARD & STAFF

MAIN STREET MARSHFIELD

2021 INITIATIVE HIGHLIGHTS

- DOWNTOWN DESTINATION BRANDING
- MAIN STREET ORGANIZATIONAL REBRAND
- DOWNTOWN COMMUNITY SURVEY
- DOWNTOWN STRATEGIC PLAN
- METAMORPHOSIS CROSSWALKS
- DOWNTOWN AWARDS BASH
- DOWNTOWN EARTH DAY CLEANUP

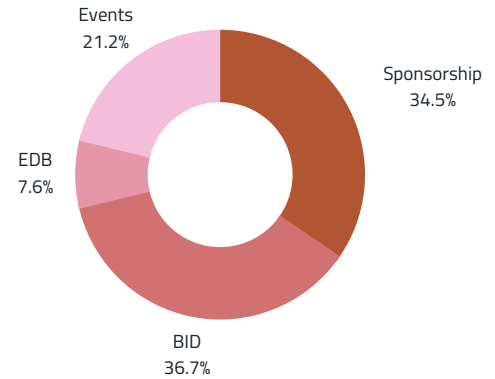
EVENTS BROUGHT OVER 16,000 ATTENDEES DOWNTOWN IN 2021

- HUB CITY DAYS
- TRICK-OR-TREAT DOWNTOWN
- FALL KIDS STOREFRONT HUNT
- FALL & HOLIDAY WINDOW CONTESTS
- FALL BEER WALK
- SMALL BUSINESS SATURDAY
- HOLIDAY PARADE
- HOLIDAY WINE WALK

BUSINESSES REPORTED A 25-100% SALES INCREASE WITH PARTICIPATION IN HUB CITY DAYS, BEER WALK, AND WINE WALK

2021 PARTNERSHIP HIGHLIGHTS & PROGRAM INCOME

- 53 SPONSORSHIP PARTNERS
- 1,129 VOLUNTEER HOURS, VALUED AT \$30,437
- \$20,000 APPROVED FAÇADE GRANT FUNDS IN PARTNERSHIP WITH THE CITY OF MARSHFIELD
- \$40,000 INVESTED IN THE DISTRICT THROUGH WEDC MAIN STREET BOUNCEBACK GRANTS



OUTSTANDING INTERIOR BUSINESS RENOVATION
THE BOARDROOM

COMMITMENT TO HOSPITALITY
MOJO'S PASTA HOUSE & CAJUN COOK SHACK

COMMITMENT TO DESIGN
ENDLESS DESIGNS

EMPLOYEE OF THE YEAR
ANDREW DAVENPORT

SPIRIT OF GIVING
MARSHFIELD INSURANCE

PARTNERSHIP OF THE YEAR
GOLDEN GLOW 4-H

VOLUNTEER OF THE YEAR
BRIAN HOPPERDIETZEL

BOARD MEMBER OF THE YEAR
BRAD REMMEN



DOWNTOWN MARSHFIELD

2021 ECONOMIC PROFILE

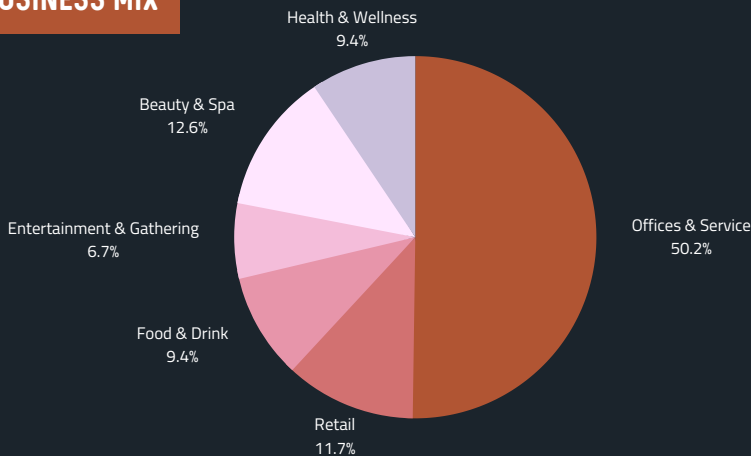
- ~200 BUSINESSES
- 1,438 PUBLIC PARKING SPACES
- 5 CITY PARKS
- CROSS-TOWN TRAIL CONNECTION
- 1 MILE FROM MARSHFIELD CLINIC
- 33 MILES FROM WISCONSIN RAPIDS
- 36 MILES FROM STEVENS POINT
- 44 MILES FROM WAUSAU

Downtown represents 1.4% of the City's land area, yet provides 2 times its geographic size in assessed value. Downtown generates nearly \$700,000 annually in tax revenues for the City & County. Geofencing studies show downtown attracts an average of 8,000 unique visitors per month. 37% of downtown visitors are from within the City, 33% are from within 60 miles, & 30% are traveling over 60 miles. Event days draw visitors from a greater distance, (10,000 from Hub City Days alone), with 50% traveling over 60 miles. The average visitor is 45 years old & includes an even split of males & females.

DOWNTOWN ECONOMIC MARKET SHARE OF MARSHFIELD

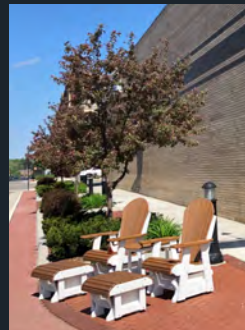
	CITY	DOWNTOWN	MARKET SHARE
ASSESSED VALUE	\$1.6 B	\$49 M	3%
BUSINESSES	2,019	343	17%
EMPLOYMENT	12,875	1,877	15%
POPULATION	18,222	352	1.9%
RETAIL SALES	\$184 M	\$41 M	22%
RESTAURANT SALES	\$13 M	\$5.2 M	40%
HOTEL ROOMS	446	99	22%

BUSINESS MIX



2021 GROWTH

- 4 NET NEW BUSINESSES
- 2 BUSINESS EXPANSIONS
- \$211,745 PUBLIC INVESTMENT
- \$541,094 PRIVATE INVESTMENT





PRESS RELEASE

May 26, 2022

Contact: Catherine Leifeld, Marketing Specialist

PH: 715-748-2231 x1234

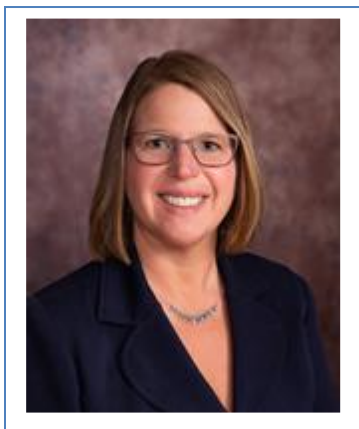
cleifeld@prevail.bank

Denise Sonnemann graduates from the WBA School of Bank Management.

(Marshfield) Denise Sonnemann, Prevail Bank Branch Manager, successfully graduated from the Wisconsin Bankers Association School of Bank Management in Madison, WI. Sponsored by the Wisconsin Bankers Association (WBA), the program is an intensive, weeklong school designed to provide bankers with a strong foundation of different functional areas of the bank and overall bank management. This unique curriculum emphasizes an enhanced understanding of banking as a business, increased analytical skills and management techniques, an opportunity to provide better customer service to internal and external bank customers through expanded knowledge and ability, an awareness of the changing banking environment, and a leadership self-assessment to find opportunities for growth and improvement. The faculty is comprised of banking industry consultants who are considered authorities in their respective fields.

Sonnemann joined Prevail Bank's branch management team in 2021. She has extensive experience in marketing, community engagement, and public relations, in addition to four years in operations management and employee/consumer communications. She is active in the community, especially with the Marshfield Area Chamber of Commerce and Industry (MACCI).

"This is a unique opportunity for bankers to remain educated in the ever-changing banking environment," said Nathan Quinnell, President of Prevail Bank. "Education opportunities like this school help our professionals learn how to better meet the changing needs of our customers and deliver higher quality service in the community."



Prevail Bank is a federally chartered savings bank founded in 1934 with locations in Baraboo, Eau Claire, Marshfield, Medford, Owen, Phillips, Stevens Point, Wausau and Wisconsin Rapids.

Denise Sonnemann, Branch Manager at Prevail Bank (Marshfield)

#



PRESS RELEASE

May 26, 2022

Contact: Catherine Leifeld, Marketing Specialist

PH: 715-748-2231 x1234

cleifeld@prevail.bank

Dustin Dietel graduates from the WBA School of Bank Management

(Stevens Point) Dustin Dietel, Prevail Bank Branch Manager, successfully graduated from the Wisconsin Bankers Association School of Bank Management in Madison, WI. Sponsored by the Wisconsin Bankers Association (WBA), the program is an intensive, weeklong school designed to provide bankers with a strong foundation of different functional areas of the bank and overall bank management. This unique curriculum emphasizes an enhanced understanding of banking as a business, increased analytical skills and management techniques, an opportunity to provide better customer service to internal and external bank customers through expanded knowledge and ability, an awareness of the changing banking environment, and a leadership self-assessment to find opportunities for growth and improvement. The faculty is comprised of banking industry consultants who are considered authorities in their respective fields.

Dietel joined Prevail Bank's branch management team in 2021. He brought six years of banking experience with him, in addition to a high proficiency in solving complex financial challenges, communications, and multitasking.

"This is a unique opportunity for bankers to remain educated in the ever-changing banking environment," said Nathan Quinnell, President of Prevail Bank. "Education opportunities like this school help our professionals learn how to better meet the changing needs of our customers and deliver higher quality service in the community."



Prevail Bank is a federally chartered savings bank founded in 1934 with locations in Baraboo, Eau Claire, Marshfield, Medford, Owen, Phillips, Stevens Point, Wausau and Wisconsin Rapids.

Dustin Dietel, Branch Manager at Prevail Bank (Stevens Point)

#

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MACCI is a member of:

- Association of Chamber of Commerce Executives (ACCE)
- Wisconsin Manufacturers and Commerce (WMC)
- Wisconsin Chamber of Commerce Executives (WCCE)
- Wisconsin Economic Development Corp. (WEDC)
- International Economic Development Council (IEDC)
- International Council of Shopping Centers (ICSC),
- Wisconsin Downtown Action Council (WDAC)
- SCORE (Counselors to America's Small Business)
- Transportation Development Association (TDA)
- Dairy Business Council (DBA)
- Wisconsin Economic Development Association (WEDA)

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