



## December 2012

1-2 – Victorian Holiday Celebration  
All weekend

10 – Board of Directors  
Noon, Depot

10 – Syttende Mai  
5:30pm

11 – Ambassador Meeting, 8:00am,  
Depot

**NO Lunch and Learn in December**

24 – Chamber open until noon

25—Chamber Closed for Christmas Holiday

31-Chamber open all day on New Year's Eve

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### Down At The Depot, By Dave Phillips, Executive Director

Because I couldn't say it any better, here is a recent editorial piece from the Cap Times.

*"The holiday shopping "season" is upon us. And we have choices to make.*

*Mall or Main Street.*

*The shop on the corner or the shop online.*

*Our recommendation is to keep it local.*

*As Dane County Executive Joe Parisi reminds us: Supporting locally owned and operated businesses returns valuable dollars to the county's economy.*

*"As 'Black Friday' quickly turns into 'Black November,' we're reminded to think local during the holidays and every day," says Parisi. "Dane County's small business innovators are a major driving force in our regional economy. When we support them, they support us*

*by helping build a thriving and prosperous county."*

*Parisi's pitching for the Dane Buy Local campaign, which with 650 members has become one of the largest economic development groups in the region.*

*A recent Dane Buy Local study found that \$73 of every \$100 spent at a locally owned business remains in the local economy, versus \$43 from a similar purchase at other businesses.*

*These local purchases, advocates note, "contribute to Dane County sales tax revenues, dollars that fund essential human services such as those for people with developmental disabilities, as well as other critical public services including road repair, public*

*safety and more."*

*"Buying local is an investment in our community, by directly supporting our neighbors, business owners and Wisconsin farmers," says Dane County Supervisor Jenni Dye, who chairs the Dane County Food Council. "From the food on our tables to gifts exchanged, buying local is one more way to invest in our community."*

*We agree.*

*Shop here, not there."*

**This season give a gift to the community by Shopping Stoughton First. Happy holidays to all!**



**Contribute to Toys for Tots with Coldwell Banker**

**Your Presents are Requested—Toys for Tots**

Holidays aren't holidays without toys, especially for the less fortunate kids of our communities. For the 20th consecutive year, Coldwell Banker is proud to join forces with the U.S. Marine Corps Reserve in its annual Toys for Tots campaign.

Simply visit Coldwell Banker Success; we're serving as a Collection Center this holiday season until **December 10th**. If you are unable to come to our office, just give their office a call. They would be happy to pick up your gift at your convenience.

And we'd like to request your donation of a new, unwrapped present.

Your presents will be most appreciated!



1200 Nygaard Street  
(Highway 51 Entrance)  
Stoughton, WI 53589  
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**Victorian Holidays 2012**

By all accounts, the 2012 Victorian Holiday Celebration was a big success! Merchants downtown were saying this was the best Victorian Holiday in years. The Chamber and visitor services bought an internet advertising campaign on Channel 3000 to promote Victorian Holidays. The web traffic to the chamber website (which was linked on the Victorian Holiday ads) increased by 74% (unique IPs) from this time last year, so the ads spurred activity, and the weather cooperated beautifully!

Hundreds of spectators attended the 21st Annual Fire Truck Parade with 12 neighboring fire departments decked out in festive lights. The crowds then experienced the Holiday Light Park, which is lit now until New Year's Day. The Fire Department gave out over 2,000 cookies after the parade!

Trophies for best decorated truck were awarded to Cottage Grove (1st place), Oregon (2nd place), and Brooklyn (3rd place).

The Dickens of a Run and Walk broke their own record with 227 people registering for the event! Many people chose to dress up in holiday attire – there was even a 'fit' Santa! The group included serious runners and whole families out for some fun. The new Christmas Carol Ballet drew big crowds and received two standing ovations. The Norwegian Dancers performance was well attended at the community building on Sunday, and the arts and crafts show had more vendors than last year.

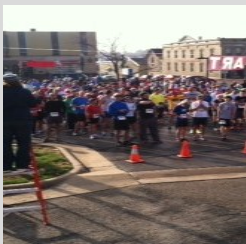
A new event, Breakfast with Santa, served 193 people at the American Legion. Put on by the Stoughton High School Concert Choir, the breakfast raised funds for the choir's

trip to Carnegie Hall in New York this spring. The choir hopes to continue this event next year.

At Santa's Workshop sponsored by the Kiwanis, Santa took pictures with most of the 200 children there. The children also made ornaments, colored, created pine cone bird feeders, and got their faces painted.

The American Cancer Society and Relay for life again hosted the Friday Night Opening Fete and Holiday Home Tour. The party on Friday was attended by over 100 people, and the auction that night exceeded last year's by over \$1,300! There were good crowds for the home tour, and despite the ice luminarias melting, everything went without a hitch!

The Victorian Holiday Weekend is over now, but the downtown is still aglow with lights, garlands, and decorations for you to enjoy while shopping locally!



**The Dickens of a Run enjoyed record breaking numbers of participants**



**This tree decorated the sidewalk in front of Stoughton Floral for this year's Victorian Holiday Celebration.**

## November Renewals

Anew Insurance  
Agency, Inc.  
Donna Nelson  
Member since 2008

Associated Bank  
Kim Lewis  
Member since 1980

B & G Foods  
Steve Polley  
Member since 2010

Capital Newspapers  
Katie Adrians  
Member since 1998

Conquer the List, LLC  
Jill Hanson  
Member since 2010

Dean Health Plan—  
Stoughton Clinic  
Michael Weber  
Member since 2005

Duck Soup Signs  
& Designs  
Glenn Watson  
Member since 2009

Leisure Threads, Inc.  
Mark Tuescher  
Member since 2003

No Shorts Electric  
Brett Hanson  
Member since 2008

Reilly, Penner  
& Benton LLP  
Peggy Sheldon  
Member since 2005

Rotary Club  
of Stoughton  
Charles Housner  
Member since 2006

St. Ann Congregation  
Msgr. Gerard Healy  
Member since 2007

Shalom Holistic Health  
Services  
Jackie Wineke  
Member since 2010

Sonny's Bar and Grill  
Tim Manhart  
Member since 1997

Stoughton Floral, Inc.  
Dan Stokstad  
Member since 1980

Dr. John S. Wiencek,  
DDS, LLC  
Member since 1991



**Stoughton's Clock Tower**

**Congratulations to the winners  
of our contests on Channel 3000,  
part of our on-line ad campaign.**

**One winner was from Stoughton,  
and the other from Sullivan, WI.  
They won gift certificates to  
Chamber Member businesses!**

## New Members

National Mutual  
Benefit Insurance  
Julie Nygaard  
1284 Racetrack Rd.  
Stoughton, WI 53589  
608-333-9577

Viking Motorcars  
Kevin Doerr  
817 W. Main Street  
Stoughton, WI 53589  
608-205-6555



**Division Street Park**

## Stoughton Chamber of Commerce

532 E. Main St.

Stoughton WI 53589

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**It's Time to Discover Stoughton**

Board of Directors: President: Randy Olson, Universal Silencer, 873-4298; Vice-President: Sandra Burger, Blackhawk Community Credit Union, 314-1610; Secretary: Kari Manson-Hvam, Stark Company Realtors, 873-8181; Treasurer: Mark Halverson, Business Transportation Solutions, 873-8210. Board Members: Mayor Donna Olson 873-6677; Laurie Dybevik, Gunderson Funeral Home, 221-5420; Gloria Staley, Saving Thyme, 877-0075; Joe Conant, Conant Automotive 873-8800; Tracy Bellefeuille, Diamonds Direct, 873-5925; Tim Onsager, Stoughton Area School District, 877-5000. Staff: David B. Phillips, Executive Director; Laura Trotter, Visitor Services Coordinator & Syttende Mai Coordinator; Mickey McCormick, Receptionist

[www.stoughtonwi.com](http://www.stoughtonwi.com)

## Downtown Decorated Christmas Trees

One of the highlights of the Victorian Holiday Weekend was the Christmas Tree Decorating contest.

This year the trees were free to Chamber members, and only \$15 for non-members.

Twelve businesses participated and the decorated trees will remain downtown to add cheer to the holiday season.

Winners were selected through voting by

downtown shoppers during Victorian Holiday Weekend.

Congratulations to the **Stoughton Area Senior Center**. They won 1st place and a \$50 Chamber gift certificate! Bragging rights go to **Cheesers/Diakonos Designs** for second place and **Main Street Flowers** came in third.

Thanks to everyone who participated!



**The Senior Center's tree took top prize for best decorated tree.**

For the latest real estate statistics, click [HERE.](#)

**COLDWELL  
BANKER**

**SUCCESS**

