

# INSIDE THE MERCER CHAMBER

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## Why we are doing this?

At the Mercer Area Chamber of Commerce, a lot happens behind the scenes every month. These information sheets are our way of keeping you in the loop—sharing what we're working on, how we're supporting our members, and what's coming next. Whether you're in town, away, or just busy, this is a simple way to stay connected to the work happening in our office and the value we're bringing to the Mercer area year-round.

## UPCOMING EVENTS

### \* Red, White, & Ride February 12-15, 2026

Join us for the 1st Annual Red, White, & Ride Snowmobile Event taking place in the Mercer area and surrounding communities!

Ride the trails, stop at local businesses throughout Mercer and the surrounding communities, and enjoy four days of Northwoods fun. Every stop gets you entered for a chance to win cash prizes—whether you're snowmobiling or exploring your own way!

**For more information  
or to register:**



## 100th Anniversary of the Turtle Flambeau Flowage



The Turtle Flambeau Flowage was created in 1926 with the construction of the Turtle Flambeau Dam, which harnesses the power of the Turtle and Flambeau Rivers to generate energy. The resulting reservoir includes 14,300 acres of water, 227 miles of undeveloped shoreline, 16 natural lakes, three rivers, and several pristine creeks—all beautifully free of pollution.

The Mercer Area Chamber of Commerce is proud to help market and promote this incredible milestone. To showcase the 100th anniversary, we have:

- Dedicated our Highway 51 billboard to the anniversary
- Included Turtle Flambeau Flowage history, current information, and 100th-anniversary logos on both 2026 Visitor Guide covers
- Created a dedicated section on the MercerCC homepage, including a landing page with historical and current information and photos
- Designed and distributed multiple giveaway items, including chip clips, stickers, rack cards, can koozies, and event/informational bags

We are honored to help celebrate and share the legacy of this one-of-a-kind wilderness treasure.

## Message from the Director

My name is Melissa Copp, and I am the Executive Director of the Mercer Area Chamber of Commerce. I'm happy to introduce this information sheet, Inside the Mercer Chamber, created to help you learn more about what I do and the work happening in our office. While this doesn't include everything we work on, it does highlight some of our ongoing efforts. If there's ever something you're curious about, please don't hesitate to reach out to our office—we'd be happy to include it in a future issue.





## Chamber goes to Chicagoland Sportshow

The Mercer Area Chamber of Commerce headed to Schaumburg, Illinois once again this year as a vendor at the Chicagoland Fishing Expo. This event allows us to promote the Mercer area, highlight our Chamber members, and showcase the Turtle Flambeau Flowage—especially as it celebrates its 100th anniversary in 2026.

Attending regional shows like this is one of the ways the Mercer Chamber strategically utilizes Room Tax dollars to expose and promote the Mercer area in key target markets. In the past, we attended multiple shows throughout the Midwest; however, due to recent budget cuts, this will be the only show we attend in 2026. Because of that, we went all out to ensure we showcased everything Mercer has to offer.

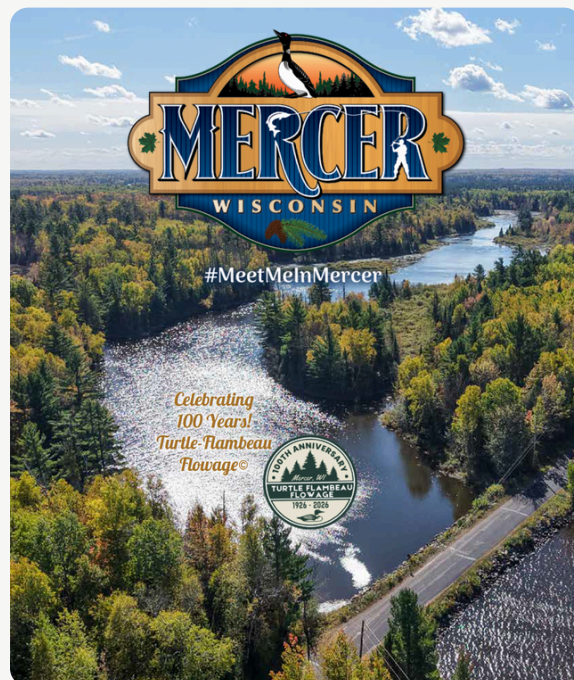
## HOV Economic Impact Study



The Heart of Vilas Bike Trail Coalition may have been quiet lately, but we've been hard at work behind the scenes! If you're not familiar, the coalition is made up of the five Heart of Vilas (HOV) communities, working together through their local Chamber of Commerce offices.

We're excited to share that this past summer, we partnered with Wisconsin's Office of Outdoor Recreation to study the economic significance of the Heart of Vilas Bike Trail and its impact on the communities it connects.

Use the QR code to learn more, or contact our office directly to receive the full report.



## 2026 Mercer Area Visitor Guide's are here!

The Mercer Area Chamber of Commerce 2026 Visitor Guide is here! Be sure to stop by our office or the Information Center to pick up your copy, or order one today to have it mailed directly to you. Guides can be ordered through our website at [MercerCC.com](http://MercerCC.com), or by contacting our office at [info@mercerc.com](mailto:info@mercerc.com).

## Join the Chamber

Whether you're a business owner, organization, or community supporter, joining the Mercer Area Chamber of Commerce helps strengthen our local economy and community. Membership provides opportunities for promotion, networking, advocacy, and collaboration—all while supporting the work we do to market the Mercer area and its businesses year-round. Not a business? Our Friends of the Chamber option allows individuals to support local efforts, stay connected, and invest in the future of Mercer. To learn more about becoming a member or a Friend of the Chamber, visit [MercerCC.com](http://MercerCC.com) or contact our office at [info@mercerc.com](mailto:info@mercerc.com).