



2020 Wheels on Water Street Car Show and Fall Fest will resume next year.

After lengthy discussions with public officials, the unfortunate decision has been made to cancel the 2020 Wheels on Water Street Car Show and Fall Fest which would have taken place the second weekend in September in downtown New London. With the current circumstances regarding the COVID-19 pandemic, the New London Area Chamber of Commerce and City of New London are keeping the community's health and well-being its first priority. There are many non-profits and businesses that rely on the traffic and income this weekend of events brings into our community so making this decision was incredibly difficult and was not taken lightly. It is the intent of the City of New London and the New London Area Chamber of Commerce to protect our community's health first, and the risk outweighed the reward in this scenario.

The estimated crowd each event would draw would exceed the current maximum gathering limit allowed on city property. The current gathering limit is set to a maximum of 250 people and will remain in effect until further notice. Both the car show and Fall Fest take place on North Water Street and tend to draw very large crowds with vendors, exhibitors and attendees coming from all over the state of Wisconsin.

Every registered vendor and current sponsors for Fall Fest have been notified through the mail to allow them the decision to either transfer their funds / registration to the 2021 year or receive a full refund. There were approximately 60 registered vendors for Fall Fest and that number reached 180 vendor spots last year. Some of the vendors sell food, baked goods or snacks, but the vast majority sells handcrafted items. Attendees typically have the opportunity to shop or browse vendors from 9 a.m. until 3 p.m., listen to live music or visit a Kids Zone filled with bouncing houses, activities and face-painting. A live petting zoo and art murals-in-process were also planned for attendees this year.

The Wheels on Water Car Show typically takes place the night before Fall Fest and brings in 1000's of vehicle enthusiasts from all parts of the state. This is remains a free community event with a no hassle registration process. North Water Street and the parking lots become lined with approximately 150 vehicles and 50 motorcycles. Music, concessions and the beer gardens will return next year.

The New London Area Chamber of Commerce office, which is located at 420 N. Shawano St., has office hours from Monday – Friday, 8 a.m. to 4:30 p.m. We are available anytime to answer any further questions regarding these cancellations. Feel free to stop in any time or contact us at (920) 982-5822 or email us at Director@NewLondonChamber.com.

The New London Area Chamber of Commerce thanks you for understanding and respecting this cancellation and we look forward to coming back next year bigger and better.

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