A Publication of the East Troy Area Chamber of Commerce

EASTTROY.ORG

MAY 2024

VOLUME 35, EDITION 2



ummer is one of the best times to enjoy East Troy (along with winter, spring and fall of course.)

With temperatures that are perfect for getting outside and more to do than ever before, it could lead to a historic summer for local

"East Troy's seasonal playground of festivals and al fresco dining is a huge strength," said Vanessa Lenz, East Troy Area Chamber of Commerce Executive Director.

"Summertime is when East Troy comes alive, and this season is expected to be bigger and better than ever.'

Many of your favorite events and activities will return this summer, along with several new ways to embrace time outdoors with close friends and family.

Another factor in East Troy's projected summer boost in spending is more dollars to spend on marketing efforts.

This summer, the East Troy Area Chamber of Commerce will launch an unprecedented technology driven, citywide scavenger hunt, blending modern electronic elements like moviesque Laser Mazes with engaging physical and logical challenges.

The 2024 Scavenger Games: The Ultimate Citywide Adventure will launch on three dates with help from a \$28,296.75 Joint Effort Marketing (JEM) Grant from the Wisconsin Department of Tourism.

"We're thrilled to bring this new event to East Troy and to have the backing of Travel Wisconsin to continue to boost tourism and amplify East Troy's economy," Lenz said. "During Scavenge East Troy, teams (of up to 6) will traverse the town,

CONTINUED ON PAGE 4

The single best summer event calendar

May 11

PTO End of Year Bash

The East Troy Elementary PTO will host its 3rd annual End of Year Bash from 2 to p.m. on Saturday, May 11 at Little Prairie Primary School, 2109 Townline Road.

Celebrate the end of the school year, get to know local organizations and enjoy music, food and kid-friendly activities. For more information, email ete.pto.pres@gmail.com

May 12

Local Charm Pop-Up **Mother's Day Brunch**

Local Charm Pop-Up will host a Mother's Day Brunch Buffet on Sunday, May 12 at The Social Affair, 2919 Main St., East Troy.

Local Charm makes its food from scratch featuring locally sourced products.

Tickets are \$59 per adult and \$22 per child. Purchase at localcharmpopup.com.

MAY 24-26

32nd annual Communitywide Rummage Sale

The East Troy Area Chamber of

• CONTINUED ON PAGE 5

10 things to check off your Si

Summertime is when East Troy comes

Here are 10 quintessential summer activities to enjoy in East Troy —everything from splashing in the waters of Booth Lake to enjoying a pizza with farm-to-fork ingredients.

1. Take a Selfie at East Troy Village Square Park

If you've ever wanted to feel the proverbial heartbeat of East Troy, check out our most notable landmark, East Troy Village Square Park, which has a long history as the backdrop for community events like East Troy Lights, Brewfest and East Troy's Memorial Day Weekend Corn and Brat Roast.

During the summer months, the bandstand in the park's center provides the perfect selfie opportunity and between the people buzzing in and out of the surrounding businesses and cars making their way around the heart of East Troy, there's rarely

2. Eat Pizza on the Farm

Grassway Organics, W2716 Friemoth Road, in East Troy, hosts Pizza on the Farm events on Friday and Saturday nights, May 5 through Sept. 29, baking pizzas using only organic ingredients on the farm's on-site

wood fired pizza oven. Pizza is served rain or shine from 4 to 8 p.m. on Fridays and 2 to 8 p.m. on Saturdays. Live music starts at 4 p.m. For more information, visit grasswayorganics.

3. Experience East Troy's Fourth of July Parade

East Troy goes big for its Fourth of July Celebration, and nothing beats the East Troy Lions Club's Parade, which will step off at noon on Sunday, June 30 with the theme

"Music of the Ages."

Expect to see the largest parade in the area, residents dressing up their yards and themselves in patriotic garb, food and drink specials on the square and lots of red, white

The East Troy Lions Club's annual Fourth of July Celebration will run

• CONTINUED ON PAGE 6



East Troy Village Square Park will host a full slate of events in Summer of 2024 such as East Troy's First Fridays, the 2024 Scavenger Games, Brewfest and East Troy's Memorial Day Weekend Corn and Brat Roast. Find a full schedule at easttroy.org.

DITHER STUDIO Good Neighbors

Page 2 GOOD NEIGHBORS MAY 2024



yummy

MAY

24th-27th

East Troy Village

Square Park

Dig in this Memorial Day Weekend

DETAILS! easttroy.org

CHECKURING

WEMORIAL

COMMUNITY WIDE



at W2501 Highway D, Alpine Valley Resort features everything you need for fun in the sun, including 27 holes of golf, lodging (where you can hang poolside), outdoor bar and live music in the pavilion.

Check out Alpine Valley this summer will a full event line up and new golf professional who is available to teach private and group lessons for kids and adults.

Alpine Valley will bring back its disc golf course that hikes up and down the ski hill.

The award winning Mountain Bike Trail at Alpine Valley Resort features 8.1 miles of single track with a 1,043 foot ascent and 1.035 descent.

Lessons

June 5, 12, 19 & Aug. 7, 14, 21: Adult golf clinic from 5:30 to 6:30 p.m. **June 5, 12, 19 & Aug. 7, 14, 21:** Junior golf

June 5, 12, 19 & Aug. 7, 14, 21: Junior golf clinic from 4:30 to 5:30 p.m.

Daily Events

Monday- Bags League • Tuesday- Men's League • Wednesday- Wacky Wednesday (5 percent off all golf) • Women's League (once a month) • Thursday- Community Day (2 for 1) • Friday- Friday Fish Fry & live music in the pavilion starting at 4 p.m. every other Friday

Golf Outings

May 10- Nine & Dine May 12- Mother's Day Special (free round of golf for mom)

June 4 – Women's Day Golf Outing June 7-9 – Fins & Pins Weekend (Alpine remembers Jimmy Buffett)

June 15 – All That Jazz (20s themed) June 16 –Father's Day (dads can get a free hotdog voucher per tee time) July 5 – Stars & Stripes Scramble

Aug. 3 – Glow in the Dark September 8 – 9/11 Memorial (portion of proceeds go to East Troy Fire Department) Oct. 19 – Spooky Scramble

For up to date info on booking tee times, visit alpinevalleyresort.com.



Situated in the scenic Kettle Moraine area at W2501 Highway D, Alpine Valley Resort features 27 holes of golf.

VANESSA LENZ Good Neighbors



The East Troy Electric Railroad is returning this summer with rides departing from the East Troy Depot on the hour on Saturdays through early September, starting at 10 a.m. to 3 p.m. and Sundays at 10 a.m., noon and 2 p.m. Trains will begin running on Fridays, beginning June 7.

PHOTO SUBMITTED Good Neighbors

a.m., noon and 2 p.m. Trains

May 18 - Armed Forces Day

(Military Rides Free)

(Dads Ride Free)

June 16 - Father's Day

June 22 - Railfan Day

(Take a ride to East Troy

Town Hall Park and enjoy a

picnic meal in the pavilion)

July 13 - Chicago Day

Interurbans, NPS Rangers)

Car, TMER&L Equipment)

Black Point Estate)

and hay rides)

(1920s CTA Cars, South Shore

Aug. 3 – Milwaukee Day

(Milwaukee Streetcar, North Shore

Aug. 31 - Beer Tasting Train

(an entertaining beer-tasting with

Sept. 7- Oct. 27- Harvest

Fest Trains (round-trip rides to

enjoy apple picking, a corn maze,

Sept. 8 - Grandparent's Day

(Grandparents Ride Free)

the Elegant Farmer, where you can

(all equipment is on display, with

a rail car on each trip of the day)

July 7 – Picnic in the Park

CELEBRATES 52 YEARS

The depot is open, its historic cars are cleaned and polished, the long offseason has come to an end, and the East Troy Electric Railroad is ready to kick off its 2024 summer

Trains run every Saturday and Sunday through the first weekend in September.

Trains will run three times a day on Fridays

The railroad is celebrating 52 years of riding the rails through Southeast Wisconsin's Kettle Moraine countryside.

The trains travel along a 7-mile railroad line between East Troy and Mukwonago, with a stop at the Elegant Farmer along the way.

Tickets for the regular trains are available in advance at easttroyrr.org.

Walk-up tickets can be purchased on a space-available basis. Riders should arrive early and pick up their tickets in the depot before boarding.

Dinner Trains return

The Dinner Train season starts rolling on May 11 with a special Mother's Day Train, followed by 15 more Dinner Train departures through the fall.

what's the schedule?

GOOD NEIGHBORS

Saturdays from April 13 to Aug. 31 Trains depart East Troy at 10 a.m., 11 a.m., noon, 1 p.m., 2 p.m. and 3 p.m.

Sundays from May 5 to Sept. 1 Trains depart East Troy at 10 a.m., noon and 2 p.m.

Fridays starting June 7 to Aug. 30 Trains depart East Troy at 10 a.m., noon and 2 p.m.

About the Railroad

The East Troy Railroad Museum operates 14-mile round trip train rides from its historic East Troy depot and museum to Indianhead Park in Mukwonago, with a stop at the popular Elegant Farmer store and deli.

The not-for-profit museum is operated, maintained and managed by over 130 volunteers dedicated to engaging visitors in the heritage of electric interurban railways and trolley systems through restoration, preservation and operation of historic Equipment.

For more information, visit easttroyrr.org or call (262) 642-3263.



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GOOD NEIGHBORS

Summer adventure begins at East Troy Library The East Troy Lions Public Library, 3094 Graydon Ave., will kick off its 2024 Summer Reading Program "Adventure

Begins at Your Library" on June 3. Sign-up the entire family to

participate.

The series will feature a full schedule of special summer programs on Mondays at 1:30 p.m. featuring magicians, musicians, naturalists and more. The free performances are sponsored by the Prairie Lakes Library System and the Friends of the East Troy Lions Public Library.

2024 Programs

June 3 – Summer Reading Program Sign-up Begins

June 10 – Zack Percel of TNZ Magic

June 17 – Snake Discovery

June 24 - Mad Science

July 1 – Children's Parade

July 8 – Fox & Branch

July 15 – Rocket Adventure with the East Troy Robotics Club

July 22 – FFA Petting Zoo (held at Playmore Park)

July 29 - Pizza Party and Prize Drawing

Kids are invited to pick up a grab bag each week containing a sweet treat or a small prize. For every 20 minutes logged

per day, kids will receive a reading voucher to enter a drawing for prizes. Adults and teens fill out a reading log, recording up to 10 books read.

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For more information, visit www.easttroy.lib.wi.us.

A MEMBER OF VISION SOURCE

Contact Lenses



The East Troy Lions Public Library Summer Reading Program 2024 will feature a full schedule of special summer programs on Mondays at 1:30 p.m. featuring magicians, musicians, naturalists and more. Fan favorite Snake Discovery will return June 17. VANESSA LENZ Good Neighbors

Jerry Koskinen, O.D.

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East Troy, WI

BEST SUMMER • CONTINUED FROM FRONT PAGE

unlocking discoveries via cutting edge IoT (internet of things) technology while accruing points as they compete in various challenges for a chance to win \$1,000."

East Troy Village Square Park will serve as a central location where participants are drawn to perform numerous activities that require multi-group participation.

Spectators are an important part of the games and will be entertained with live music, food and family-friendly fun.

As a \$23.7 billion industry in Wisconsin that supports more than 174,000 jobs, tourism is crucial to the state's economic recovery and success. JEM grants are just one of the tools in the toolbox for the Department of Tourism to partner with organizations and nonprofits around the state who are using innovation and creativity to bring visitors and dollars to their community.

"We're going to have the best summer ever and I can't wait to see all of the new and familiar faces during our full event line up on the square," Lenz said.

The East Troy Area Chamber of Commerce will kick off a full summer of programming at East Troy Village Square Park Memorial Day weekend with events continuing through Sept. 6.

Here's a closer look:

MEMORIAL DAY WEEKEND CORN & BRAT ROAST

The East Troy Area Chamber of Commerce's 47th annual Corn & Brat Roast and 32nd annual East Troy Community-wide Rummage will return May 24-27, at East Troy Village Square Park, 2881 Main St.

The four-day event, featuring roasted sweet corn, Hometown Sausage Kitchen brats, hot dogs, burgers, soda and beer, as well as live entertainment, will run from 5 to 8 p.m. on Friday, 11:30 a.m. to 8 p.m. on Saturday and 11:30 a.m. to 6:30 p.m. on Sunday and 11 a.m. to 1 p.m. on Monday.

The following entertainment lineup will take place rain or shine, with no cover charge:

Friday, May 24

- 9 a.m. to 4 p.m.: East Troy Communitywide Rummage Sales
- 5 to 8 p.m.: Corn & Brat
- 5 to 8 p.m.: Andy Carroll & The People He Owes \$ To

• CONTINUED ON PAGE 7



DJ JJJ will keep the crowd entertained at East Troy's ninth annual Brewfest on Sunday, May 26 at East Troy Village Square Park, 2881 Main St. The popular event will feature unlimited samples of over 65 craft beers, ciders, meads, and more from area breweries, including area favorites East Troy Brewery, The Hive Taproom and more. VIP Entry is at 2 p.m. General Admission entry is at 3 p.m. The event runs until 6 p.m. Get tickets at easttroy.org.

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Insure carefully, dream fearlessly.

Commerce's 32nd annual Community-wide Rummage Sale will return Memorial Day Weekend, May 24-26.

For a listing of the 50-plus rummage sales, visit easttroy.org after May 22. For more information, visit easttroy.org.

MAY 25

Women's Club & ETPTO Rummage Sale

The GFWC East Troy Woman's Club and East Troy Elementary PTO will team up to host a Rummage Sale from 9 a.m. to 2 p.m. on Saturday, May 25 in the parking lot of the East Troy Community Center, 2040 Beulah Ave.

The event will feature a rummage, bake sale and plant sale as well as games and activities.

MAY 24-27

47th Annual Corn & Brat Roast

The East Troy Area Chamber of Commerce's 47th annual Corn & Brat Roast will return May 24-27, at East Troy Village Square Park, 2881 Main St.

The four-day event, featuring roasted sweet corn, Hometown Sausage Kitchen brats, hot dogs, burgers, soda and beer, as well as live entertainment, will run from 5 to 8 p.m. on Friday, 11:30 a.m. to 8 p.m. on Saturday and 11:30 a.m. to 6:30 p.m. on Sunday and 11 a.m. to 1 p.m. on Monday.

For details visit easttroy.org.

MAY 26

East Troy Brewfest

East Troy's ninth annual Brewfest will be held from on Sunday, May 26 at East Troy Village Square Park, 2881 Main St., featuring unlimited samples of over 65 craft beers and micro brews from area breweries. VIP Entry is at 2 p.m. General Admission entry is at 3 p.m. The event runs until 6 p.m.

General admission tickets are \$45 in advance and \$50 at the door. VIP Admission is \$90 in advance and \$100 at the door (if not sold out). For more information, visit easttroy.org.

MAY 27

Memorial Day Observance

American Legion Loomis-Martin Post 188 will present a Memorial Day Observance on Monday, May 27. The parade begins at 10:30 a.m., beginning at the intersection of Beulah Avenue and Union Street and ending at East Troy Village Square Park with a ceremony.

The event will also feature the Village of East Troy's dedication of Veteran's Memorial improvements and new Honor Stones. For more information, call (262) 470-4694.

JUNE 1

Booth Lake Memorial Swim

Booth Lake Memorial Park, N8465 Townline Road, will host its first Memorial Swim on Saturday, June 1. The swim includes options of 2.5 and 5 kilometers.

Booth Lake is a smaller, clean water lake (204 acres) within the beautiful Kettle Moraine region of Southeastern Wisconsin. Water temperatures are expected to be between 65

and 70 degrees.

Registration is \$80 for 2.5K (1 lap) and \$90 for 5K (2 laps) and will include a swim cap, timed results, beach towel, finishing award, food and drink, age group awards and overall awards for each distance.

Event organizers are currently seeking event volunteers. Volunteers are currently needed for on land, on water (kayakers, paddle boarders), and individuals with jet skis/boats. Anyone wishing to volunteer can do On RunSignup.com.

For more information, call (262) 758-1082 or email boothlakeswim@gmail.com.

JUNE 2

Walk in the Woods

Humble Oak Outdoor Learning Center will host Walk in the Woods, a fundraiser 5K Fun Run & Family Walk from 9 a.m. to 12:30 p.m. on Sunday, June 2 in The Woods, W2743 Friemoth Road, East Troy. This event will take place on the beautiful trails of an 80-acre

The event will include the walk/run, yoga, and a raffle. Cost is \$35 per walker or runner over age 12 and \$10 for kids 12 and younger. This includes an event T-shirt. Register online by May 17 to guarantee T-shirt.

All money raised will benefit Humble Oak Outdoor Learning & Arts Collective.

Humble Oak is a startup non-profit, outdoor learning center that provides nature-based programming to connect individuals of all ages more deeply to themselves, the land, and the greater community. Humble Oak offers both school year programming and summer camps as well as community classes via Humble Oak Folk School.

For more information, visit humbleoak.org.

JUNE 7

East Troy's First Fridays Midsummer Dreamer's Night

East Troy's First Fridays event series will continue with Midsummer Dreamer's Night on Friday, June 7 from 5 to 8 p.m. at East Troy Village Square Park, 2881 Main St.

Join in a whimsical celebration under the 'starry square sky," featuring flower crown crafting, interactive performances, fortune telling, live music by Hoi Polloi, food trucks, beer tent, kids activities, artisans, makers and more. For more information, visit easttroy.org.

JUNE 1

Dinner in the Woods

Nature's Classroom Institute and Montessori School will host Dinner in the Woods from at 5:30 to 11 p.m. on Saturday, June 1 at its Skyview Campus, W336 S8455 Hwy. E, Mukwonago. The event will feature food, fun, entertainment, silent and live auction items, music and dancing, on the school's picturesque grounds, under the stars. For more information, visit discovernci.org.

JUNE 8-9

Blue Ribbon Cheese Fest

The Elegant Farmer, 1545 Main St., Mukwonago, will host a Wisconsin Blue Ribbon Cheese Tasting & Sale on June 8-9.

Sample a variety of blue-ribbon awardwinning cheeses, including cow, sheep, goat and mixed milk all crafted and aged to perfection. Also, enjoy 10 percent off all cheese during the event.

For more information visit elegantfarmer.com.

JUNE 8-9

St. Paul's 150th

St. Paul's Lutheran Church, 2665 North St., East Troy, is celebrating its 150th Anniversary with a series of special worship services featuring its former pastors and other speakers.

The celebration's featured events include: • Sunday, June 9 at 9 a.m. with the Steel Drum Band from Wisconsin Lutheran High School

• Sunday, Aug. 18 at 10:30 a.m. with Pastor Tim Kujath (followed by a church picnic) For more information, visit stpaulset.org.

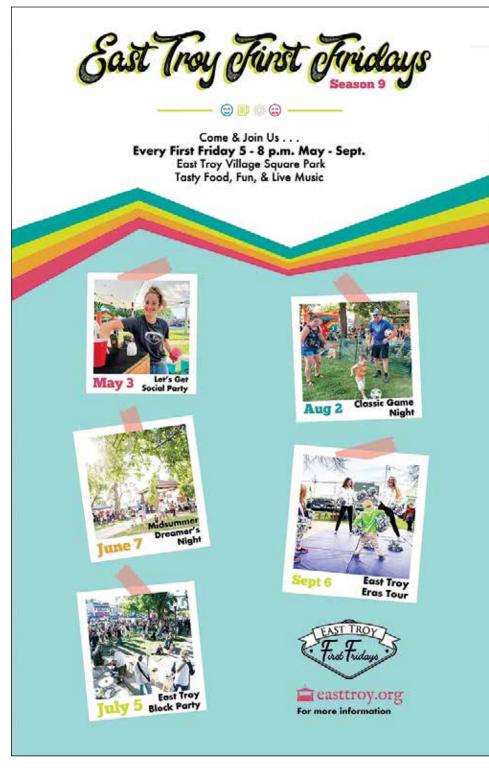
JUNE 28-30

Lions Fourth of July Celebration

The East Troy Lions Club will hold its annual Fourth of July Celebration Friday, June 28 through Sunday, June 30 at Rossmiller Sports Complex and Skate Park (fka Amusement Park), 3090 Graydon Ave., East

The East Troy Music Festival features the famous East Troy Beer Tent (ETBT), carnival rides, games, fair food and live entertainment.

• CONTINUED ON PAGE 10





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Page 6 GOOD NEIGHBORS MAY 2024

Friday, June 28 through Sunday, June 30 at Rossmiller Sports Complex and Skate Park (fka Amusement Park), 3072 Graydon Ave., East Troy. The East Troy Music Festival features the famous East Troy Beer Tent (ETBT), carnival, games and fair food. Village of East Troy Fireworks are scheduled for Sunday, June 30 at dark.

BUCKET LIST • CONTINUED FROM FRONT PAGE

THE 2024

SCAVENGER

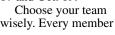
GAMES

For more information, visit easttroylions. g.

4. Compete in the 2024 Scavenger Games

Face off against hundreds of other players in a game of wits, strategy, diplomacy, physical feats, and cleverness for the ultimate prize of \$1,000 dollars.

The 2024 Scavenger Games: The Ultimate Citywide Adventure will occur on three dates: June 15, Aug. 17 and Oct. 19.



will mat-ter. From puzzle solving, to data gathering, to physical abilities, you'll want a little of everything as you face off in the ultimate scavenger hunt.

Tickets went on sale May 1 at thescavengerames.com.

5. Step back in time

Step back in time with a summertime trip to J. Lauber's Ice Cream Parlor, 2010 Church St., East Troy, for a malt, sundae or split.

Visitors can choose from a four-page menu of traditional treats, ranging from fountain soda to 20 flavors of malts or selections from an old-fashioned candy counter.

For more information, call 262-642-3679.

6. Sip Summer's Session Meads on Movie Night

The Hive Taproom, W2463 County Road ES, will bring back its popular Movies in the Meadow series starting at 8:30 p.m. on the first Friday of the month, May- September.

The Hive is featuring the following lineup:



Redd Tanis Ramlow (left) and Javier McCormack share a pizza at Grassway Organics' Pizza on the Farm, a welcoming lure to bring people closer to the source of their food. Pizza is served rain or shine from 4 to 8 p.m. on Fridays and 2 to 8 p.m. on Saturdays through Sept. 28. Live music starts at 4 p.m.



TRAIN RIDES

Experience the last 7.5 miles of Interurban Service in Wisconsin

Take round-trip rides from East Troy to Mukwonago, or board at The Elegant Farmer

Regular trains run Friday-Saturday-Sunday in June, July, and August Saturday and Sunday only in April, May, September, and October

Fall Harvest is Saturdays and Sundays
September 9 to October 27

Educational Museum inside Depot
 90 Minute Round Trip Rides

15 Miles North of Lake Geneva, 35 Miles Southwest of Milwaukee

2002 Church Street, East Troy, WI 53120 www.easttroyrr.org



The East Troy Lions Club Annual Fourth of July Celebration will span June 28-30, featuring the famous East Troy Beer Tent (ETBT), carnival rides, games, fair food and live entertainment at Rossmiller Sports Complex and Skate Park (fka Amusement Park), 3090 Graydon Ave., East Troy. The parade, with the theme "Music of the Ages," will start at noon on Sunday, June 30. Fireworks are scheduled for June 30 at dark. For more information, visit easttroylions.org.

VANESSA LENZ Good Neighbors

May 3 – Jumanji (2017)

June 7 – Princess Bride

July 5 – Back to the Future Aug. 1 – Night at the Museum

Sept. 5 – Ghostbusters

Bring your family (and a camp chair) to enjoy The Hive's outdoor movie experience. Free admission.

Adult (and kid-friendly) beverages will be available for purchase at the Hive's outdoor bar. Additional beverages and food available inside the Taproom. Outside beverages are not permitted.

Movies will be held inside in case of inclement weather.

Stop into The Hive Taproom all summer long for an experience as unique as its rotating batches of session meads.

The Hive Taproom is buzzing with outdoor events, including live music events every Saturday night outdoors from 7 to 10 p.m.

Check out the Hive's website, thehivetaproom.com, and social media pages for info on additional events, like Trivia every Thursday night at 7 p.m.

7. Hit the Beach (with new inflatables!)

Take a trip to Booth Lake Memorial Park, N8465 Townline Road from 9 a.m.-9 p.m. and enjoy its brand-new section of Wibit inflatables

The 118-acre lake, located at N8465 Townline Road, in-cludes a swimming beach, sheltered picnic area and boat ramp for motorized and non-motorized boats, kayaks and paddle boards.

The beach is open Memorial Day Weekend through Labor Day Weekend 9 a.m.-9 p.m. and is for use exclusively by residents and property owners of the Village of East Troy, Town of East Troy and Town of Troy.

Season wristbands (\$15 per person) or

daily guest passes required. The beach has a full slate of events planned this summer, including a Memorial Swim on June 1, Doggy Dips (every other Saturday), Movies in the Park (July 19, Aug. 16 and Oct. 19) and Music on the Lake (May 31, June 28, July 26, Aug. 30 and Sept. 27).

For more information, call (262) 642-5046 or visit boothlakememorialpark.com.

8. Support Local at East Troy Farmers Market

The East Troy Farmers Market will return at Honey Creek Collective, N8030 Townline Road, from 3 to 6 p.m. on Fridays, June 7-Oct. 4.

This vibrant market is a hub of activity for the East Troy community, featuring a diverse array of locally grown produce, handcrafted goods, and other products from small-scale, independent vendors.

"We are committed to promoting sustainable agriculture and supporting local businesses, and our vendors take pride in offering fresh, high-quality goods that are

• CONTINUED ON PAGE 7



Beat the heat with a summertime trip to J. Lauber's Ice Cream Parlor, 2010 Church St., East Troy, for a malt, sundae or split.

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Beautifully set on the rolling slopes of Geneva Lake's south shore.



www.abbeysprings.org 262.275.6118



Saturday, May 25

- 9 a.m. to 4 p.m.: East Troy Communitywide Rummage Sales
- 11:30 a.m. to 8 p.m.: Corn & Brat noon to 1:30 p.m.: Don Wiggins
- 1:45 to 4 p.m.: Spare Change Band • 4:30 to 8 p.m.: 80s Love Child

Sunday, May 26

- 9 a.m. to 4 p.m.: East Troy Community-
- wide Rummage Sales
- 11:30 a.m. to 7 p.m.: Corn & Brat • 11:30 a.m. to 2:30 p.m.: Paulie & The Poor
- 3 to 6 p.m.: DJ JJJ
- 3-6 p.m.: East Troy's Ninth Annual Brewfest

Monday, May 27

- 11 a.m.: American Legion Loomis-Martin Post 188 Memorial Day Observance & East Troy VFW Post 75011
- 11 a.m. to 1 p.m.: Corn & Brat

GET READY TO RUMMAGE

The East Troy Area Chamber of Commerce will host its 32nd annual East Troy Community-wide Rummage Sale on Friday, May 24, Saturday, May 25 and Sunday, May 26 from 9 a.m. to 4 p.m.

All rummage listings will be featured in the 2024 East Troy Community-wide Rummage Map and will be highlighted on easttroy.org. To feature your rummage, email vanessa@easttroy.org.

EAST TROY BREWFEST

East Troy's ninth annual Brewfest will be held from 3 to 6 p.m. on Sunday, May 26 at East Troy Village Square Park, 2881 Main St., featuring unlimited samples of over 65 craft beers from area breweries, including favorites East Troy Brewery, The Hive Taproom, Low Daily, Lakefront Brewery and

VIP Entry is at 2 p.m. General Admission entry is at 3 p.m. The event runs until 6 p.m. General Admission tickets are \$45 in advance and \$50 at the door and will include: wristband for one entry to restricted access tasting area, 3 oz. tasting samples and one

souvenir tasting glass. VIP Admission is \$90 in advance and \$100 at the door (if not sold out) and will include: VIP-exclusive early access to Brewfest from 2 to 3 p.m., all-afternoon access to

VIP lounge restricted area, one souvenir tasting glass, VIP-only sampling of food and beverages, sampling of rare and limitededition brews and more.

Must be 21 years of age or older with valid ID to participate. For tickets, visit easttroy.org.

EAST TROY'S FIRST FRIDAYS

Mark your calendars for an assortment of special events to take place at East Troy Village Square Park, 2881 Main St., this summer with the return of East Troy's First Fridays series.

East Troy's First Fridays are an immersive community experience showcasing the best of what East Troy has to offer.

Taking place the first Friday of each month May-September, with a different theme each month, First Fridays features live music, dining and retail specials, artist showcases, kid-friendly activities, and much more. For more information, visit easttroy.org.

THE 2024 SCAVENGER GAMES

This summer, East Troy will launch an unprecedented technology driven, city-wide scavenger hunt, blending modern electronic elements like moviesque Laser Mazes and Hypercube Pop-up Art Installations with engaging physical and logical challenges.

The 2024 Scavenger Games: The Ultimate Citywide Adventure will occur on three dates:

- June 15, 2024
- Aug. 17, 2024
- Oct. 19, 2024

Each hunt will feature East Troy's must-sees and hidden treasures across our downtown, highlighting historical sites, landmarks, attractions and food, drink and

Face off against hundreds of other players in a game of wits, strategy, diplomacy, physical feats, and cleverness for the ultimate prize of \$1,000 dollars.

Teams consist of up to six people, but you'll need at least three to accomplish certain tasks.

Choose your team wisely. Every member will matter. From puzzle solving, to data gathering, to physical abilities, you'll want a little of everything as you face off in the ultimate scavenger hunt.

Tickets will go on sale May 1 at thescavengerames.com.

To get involved with the event as a sponsor or volunteer, email vanessa@easttroy.org.



Ring in summer the old-fashioned way with a trip to Booth Lake Memorial Park. A season pass for residents/property owners in the Village of East Troy, Town of East Troy and Town of Troy is \$25 per person. Booth Lake will continue its Movies in the Park series on three dates. The series will kick off on July 19 with "JAWS." Watch from the lake!

VANESSA LENZ Good Neighbors

BUCKET LIST • CONTINUED FROM PAGE 6

grown or produced right here in the surrounding area," organizers said. "Whether you're looking for the freshest produce, a unique gift, or just a fun Friday afternoon outing, we invite you to join us at the East Troy Farmers Market.'

For more information, visit honeycreekcollective.com.

9. Play Pickleball

The Intergenerational Community Center, located at 2040 Beulah Ave., is buzzing with activity this summer as it opens its Pickleball courts to the public, inviting enthusiasts of all ages to join in the fun.

Pickleball courts at the center are now accessible daily from dawn to dusk, providing ample opportunities for individuals to engage in this popular sport.

The center kindly encourages players to contribute \$2 toward supporting the facilities, with a convenient blue donation box stationed next to the courts.

For those interested in taking their Pickleball skills to the next level, the center plans to organize tournaments. Details will be communicated through the center's Facebook page. No reservations are necessary to enjoy a game; players are welcomed on a first-come, first-served basis.

10. Connect with local history

GOOD NEIGHBORS

The East Troy Area Historical Society's Kubicki Museum and Heritage Center, 2106 Church St., on the village square provides a showcase of local history, including changing exhibits, artifacts, books, maps, documents, photographs and other materials. Celebrate Founders Day at 2 p.m. on Saturday, May 18 with a program honoring the Stephen Field's Family at Oak Ridge Cemetery.

The Historical Society will host its Picture Lady series, with Eileen Altenburg presenting a famous artist's work and style at 1 p.m. on the first Saturday of the month. Upcoming program dates are June 1 (N.C. Wyeth), July 6 (Ansel Adams), Aug. 3 (Rembrandt) and Sept. 7 (Georgia O'Keefe).

Museum hours are Wednesdays from 9 a.m. to noon and Saturdays from 10 a.m. to 2 p.m. or by appointment. For more information, call (262) 642-2642 or visit easttroyhistory.org.

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The East troy Music Guide

THE BIGGEST AND BEST FOR SUMMER 2024

Music festival season has arrived. And from Alpine to Thursday Nights on the Square and everything in between, we have you covered.

Here's everything you need to know about this year's biggest and best live music events, including ticket information, headliners and more – all in one place.

Alpine Valley hosting busiest season in years

After hosting just two concerts in 2023, Alpine Valley Music Theatre is set to have a busier summer this year.

Boasting one of the largest outdoor amphitheaters in the country, Alpine has already announced several shows for summer

After headlining Summerfest in 2023, Dave Matthews Band is heading back to Alpine Valley Music Theatre with a pair of shows June 21 and 22.

Singer-songwriter Noah Kahan is coming to the 37,000-person-capacity venue on Saturday, July 13. The show is one of 32 shows on his newly announced "We'll All Be Here Forever Tour."

Alpine Valley Music Theatre is one of the stops on Phish's 2024 tour, with Trey Anastasio and company playing the East Troy amphitheater July 26 to 28.

Hootie & the Blowfish, a pop-rock band, will perform at the East Troy amphitheater on Saturday, Aug. 10.

Jason Aldean's "Highway Desperado Tour" includes a stop at Alpine Valley Music Theatre on Saturday, Aug. 17.

The Avett Brothers will bring their summer tour to Alpine Valley on Sunday, Aug. 18 with special guest Trampled By Turtles.

Tickets for Alpine shows can be purchased at livenation.com.

Thursday Nights on the Square return

The East Troy Community Band will present free concerts at East Troy Village Square Park on Thursday nights in the summer, mid-June through the end of July.

All concerts start at 7:30 p.m. Attendees should bring their own lawn chairs.

2024 schedule

June 13 – East Troy Community Band

June 20 – Take 4 Jazz

June 27 – East Troy Community Band patriotic concert

July 11 – Montage and East Troy HS Jazz

July 18 – East Troy Community Band

July 25 – Paulie & Dor Boys

Aug. 1 – East Troy Community Band

For more information, visit etband.com.

Spend Saturday Nights Live at The Hive

This summer, sit back and enjoy live music events from a variety of talented musicians on Saturday nights from 7 to 10 p.m. at The Hive Taproom, W2463 Country Road ES.

Music Line-Up

May 11 – Radio Recall May 18 – Un-Hich'd

May 25 – Red Moon

June 1 – Wait, What?

June 15 – Head's All Empty

June 22 – Radiation

The Hive Taproom is buzzing with outdoor events this summer, featuring live music events every Saturday night outdoors from 7 to 10 p.m. For a full schedule, visit thehivetaproom.com. VANESSA LENZ Good Neighbors

June 29 - Milwaukee Blues Rock Collective July 6 – Discount Vinyl Chicago

July 13 – Pete Henry

July 20 – Paulie & The Poor Boys

July 27 – Wheels North

July 28 - Head's All Empty- Special Phish Show!

Aug. 3 – Radiation

Aug. 10 – Wait, What? Aug. 17 – 6th Anniversary Party ft. Red

Aug. 24 – TBD

Aug. 31 – Blue Rhythm Sept. 7 – Radio Recall

Sept. 14 – Indigo Canyon Duo

For more information, visit thehivetaproom.com.

Lions announce ETBT lineup

The East Troy Lions Club will hold its annual Fourth of July Celebration Friday, June 28 through Sunday, June 30 at Rossmiller Sports Complex and Skate Park (fka Amusement Park), 3090 Graydon Ave.,

The parade, with the theme "Music of the Ages," will start at noon on Sunday, June 30. Fireworks are scheduled for June 30 at dark.

The East Troy Music Festival features the famous East Troy Beer Tent (ETBT), carnival rides, games, fair food with the following live

ETBT, sponsored by Rhode's Towing, Repair & Sales

Friday, June 28 –

7:30 to 11:30 p.m.: Bella Cain

Saturday, June 29 –

3 to 6 p.m.: Two Piece

7:30 to 11:30 p.m.: Lunch Money Bullies

• Sunday, June 30-

2 to 6 p.m.: D'Lite Duo 6:30 to 10:30 p.m.: Mt. Olive

James R. Taylor & Sons Live Music Stage

• Friday, June 28–7 to 11 p.m.: Indigo Canyon

Saturday, June 29–1 to 3 p.m.:

July Rock Fillmore East

June 8 – Blue Rhythm 1 to 3 p.m.: O'Dog 3:30 to 5:30 p.m.: Spare Change Band

Alpine Valley Music Theatre, one of the largest outdoor amphitheaters in the country, will give fans the chance to see star-studded bands while surrounded by its signature hills this summer. Alpine is now hiring for a variety of positions, including guest services, parking, security, box office, and much more. Find out more at venuenationjobs.com/wisconsin.

8:30 to 11 p.m.: Andy Carroll and the People He Owes \$ To

• Sunday, June 30– 2 to 5:30 p.m.: Remington

6:30 to 10:30 p.m.: Shotgun Jane

Matt's Auto Parts Stage

• Friday, June 28- Gebel Girls (featured on The Voice)

• Saturday, June 29–2:30 to 5:30 p.m.: Paulie and the Poor Boys

6 to 9 p.m.: Chad Hell • Sunday, June 30-

2 to 6 p.m.: Andy Carroll 6 to 9 p.m.: Gebel Girls (featured on The Voice)

For more information, visit

easttroylions.org.

Community Center offers free concerts

The East Troy Area Intergenerational Community Center, located in the back half of the Leona Doubek Building, 2040 Beulah Ave., East Troy, will host three Music 'N Me free public concerts this summer.

From Caribbean vibes to Elvis tributes and funk performances, there's something for every music lover:

• June 12 at 6:45 p.m. – Caribbean Eclipse • July 24 at 6:45 p.m. – Dakota Pongratz, Elvis Impersonator

• Aug. 24 at 6:30 p.m. – Montage

Both events will feature food for purchase around the theme for the night, as well as activities for all ages.

For more information, visit the community center's Facebook page or call (262) 642-

East Troy Brewery starts Summer Concert Series

East Troy Brewery, 2905 Main St., will kick off its Summer Concert Series with live music every Friday and Saturday all summer

All shows are from 6 to 9 p.m. unless otherwise noted.

2024 Summer **Concert Series**

May 31– Chad Hell

June 1- Fret Not Acoustic

June 7– J. Henry June 8- Matt Jaye

June 14– Smooth Blues

June 15– Rob's Alibi

June 21– J. Henry

June 22– Kristin Toon June 28- Muskego Brown Band

June 29– JC Mungia

July 5– Joey Halbur

July 6- Smooth Blues

July 12– Matthew Adam

July 13– Matt Jaye

July 19- Andy Braun*

July 20– Tail Light Rebellion July 26– Joe Lecher

July 27- Fredneck

Aug. 2– Smooth Blues

Aug. 3– Chad Hell

Aug. 9- Matt Jaye

Aug. 10- Matthew Adam Aug. 16-Andy Braun*

Aug. 17– Rob's Alibi

Aug. 23- Joe Lecher

Aug. 24– Smooth Blues Aug. 30– J. Henry

*showtime is 7 to 9 p.m.

For more information, visit etbrew.com.

Listen to Music at the Lake

Townline Road, will host three concerts this summer as part of its Music in the Park series. Shows will be:

Booth Lake Memorial Park, N8465

May 31 – Andy Carroll and Matt Ruthenberg June 28 – Steve Chapman Band

July 26 – Rob's Alibi

Aug. 30 – Geoff and Sonya Sept. 27 – Mike Krug

For more information, visit boothlakememorialpark.com.

LD'S BBQ brings life to Tuesdays with Bike Night

LD's BBQ, 2511 Main St., will host Bike Night from 6 to 9 pm. every Tuesday from June 4-Aug 27.

Each event will feature music, BBQ, bikes and beer.

2024 Bike Night

June 4 – Shelly Mack and the Reunion

June 11 – Dirty Duece June 18 – Jeff Walski

June 25 – Six Pack Sammy July 2 – Myles Wangerin

July 9 – Altered State

July 16 - Bare Bonez July 23 - Buster Daizy

July 30 – Todd Bryant Band Aug. 6 TBD

Aug. 13 - Bella Cain Unplugged

Aug. 20 – Spectaculars

Aug. 27 – Big Al Wetzel Band For more information, visit ldsbbq.com.



Spend Thursday Nights on the Square this summer with a free concert series presented by the East Troy Community Band under the direction of Nick Bertino. The series will run June 13 through Aug. 1 beginning at 7:30 p.m. at East Troy Village Square Park. VANESSA LENZ Good Neighbors

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While the company started in 2024, LaserWorx's unwavering vision has been alive for nearly five years. LaserWorx invests in cutting-edge technology and recently acquired a second laser and additional automation to create the highest quality



LaserWorx takes pride in serving customers of all sizes, from simple to complex projects.

For more information, email sales@ laserworx.co or go to laserworx-wi.com to upload your CAD files and get an instant quote.



Culver's East Troy is seeking a highly skilled and motivated individual to join its management team. Watch for additional positions this summer. PHOTO SUBMITTED Good Neighbors

Culver's East Troy - Coming

2557 North St. • East Troy WI 53120 (608) 644-2604 • culvers.com

Culver's is set to open in East Troy on

Campbell Construction broke ground Jan. 4 on an around 4,000-square-foot

drive-thru Culver's on Highway 20. Brianna Campbell, a 2018 East Troy High School graduate, will be the General Manager at the 2557 North St. location.

Jay Campbell, president and founder of Campbell Construction, said the location is expected to employ a total of 60 people. Fred Kohls and Scott Mallon will also be part owners of the new Culver's.

For more information, email easttroyculvers@gmail.com.



CHAIRMAN LEVEL CORPORATE PARTNER:

MP Systems

2611 S Executive Dr. • East Troy, WI 53120 • (262) 246-0280 • mp-systemsinc.com

East Troy recently welcomed MP Systems, which provides industry-leading services in infrastructure and electrical utility construction with a total focus on providing exceptional service to its customers.

MP Systems built the first building in East Troy Business Park South, which houses its corporate offices, equipment yard, and repair

MP Systems originally started as a division of Pieper Electric in 1962 and became a separate operating company in 1998.

Today, they are one of four companies within the parent holding company PPC Partners. Other subsidiaries include Carolina Power (2020), MetroPower (1980) and Pieper Electric (1947).

'We are 100 percent employee owned. When we send crews out to perform work, we are not just sending a crew, we are sending company owners," said Mike Tillman, President & COO, MP Systems.

PPC Partners is committed to supporting the communities where they actively work through the PPC Foundation.

"Since 1968, the PPC Foundation has been generously donating to qualified nonprofit organizations in an effort to positively affect the lives of individuals within the communities we serve and the neighborhoods we support.'

The donations are passed back to the community through prosperity received through each of its operation companies.

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State-Level Spotlight

Vanessa Lenz, East Troy Area Chamber of Commerce Executive Director, represents East Troy Lights as the event was honored on a state level for pushing the boundaries of innovation in the tourism industry. The immersive and interactive holiday light experience was nominated for the Wisconsin's Governor's Tourism Award in the "Innovation" category at the Governor's Dinner and Awards Celebration in Lake Geneva on March 12.

PHOTO SUBMITTED Good Neighbors



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CALENDAR • CONTINUED FROM PAGE 5

The parade, with the theme "Music of the Ages," will start at noon on Sun-day, June 30. Fireworks are scheduled for June 30 at dark. For more information, visit easttroylions.org.

FRIDAY, JULY 5

East Troy's First Fridays East Troy Block Party

East Troy's First Fridays event series will continue with an East Troy Block Party on Friday, July 5 from 5 to 8 p.m. at East Troy Village Square Park, 2881 Main St.

Attend a block party extravaganza, featuring an evening of fun, food, and festivities right on our very own square, including music by Big Al Wetzel Band.

For more information, visit easttroy.org.

JULY 22

Read & Feed

InkLink Books will host a Read and Feed event at 6 p.m. on Monday, July 22 at 2894 on Main, featuring conversation with Claire Lombardo, author of "Same as it Ever Was," featuring a four course and wine paired menu.

Tickets sales begin at 10 a.m. on Tuesday, June 18 at InkLink Books, 2890 Main St.

"Same As It Ever Was" tells the complete and complicated story of one woman's life and asks what it takes to make – and to not break – a family.

Lombardo's first novel "The Most Fun We Ever Had" was a New York Times bestseller and longlisted for the Women's Prize for Fiction 2020.

JULY 23

Kickball Tournament

The East Troy Area Intergenerational Community Center will host its 3rd annual Something To Do Kickball Game for children in grades 5 through 8 on Tuesday, July 23 at Mitchell Park.

The event will feature coaching and pitching provided by local politicians, school coaches and law enforcement and a DJ.

For more information, call (262) 642-2266.

JULY 26-28

KC Corn & Brat Roast

The Knights of Columbus will host a Corn & Brat Roast at East Troy Village Square Park, 2881 Main St., July 26-28, featuring brats, hamburgers, roasted sweet corn and live music. For more information, call (262) 642-5198.

FRIDAY, AUG. 2

East Troy's First Fridays Classic Game Night

East Troy's First Fridays event series will continue with Classic Game Night on Friday, Aug. 2 from 5 to 8 p.m. at East Troy Village Square Park, 2881 Main St.

Step back in time and indulge in a nostalgic evening of classic game night fun.

Gather your friends and family for an unforgettable trip down memory lane as we dust off the timeless board games and yard

games that have stood the test of time. From Giant Jenga to Uno to Yard Games to a variety of sports, there's something for everyone to enjoy.

The event will also feature live music by Sonya & Geoff, food trucks, beer tent, kids activities, artisans, makers and more. For more information, visit easttroy.org.

AUG. 3 & 4

Simply the Best Cheese Event

Featuring a wide variety of award-winning specialty cheese aged to perfection, The Elegant Farmer, 1545 Main St., Mukwonago, salutes the state's outstanding cheesemakers Aug. 3 & 4 during its Simply the Best Wisconsin Cheese Event. For more information, visit elegantfarmer.com.

AUG. 28-SEPT. 2

Walworth County Fair

The 175th Walworth County Fair "Stars, Stripes and Fair Delights!" will be held from Aug. 28-Sept. 2 at the Walworth County Fairgrounds, 411 E. Court St., Elkhorn. The event will feature entertainment, food and special discounts. For more information, visit walworthcountyfair.com.

FRIDAY, SEPT. 6

East Troy's First Fridays Hometown Harvest Fest

East Troy's First Fridays event series finale will feature the East Troy Eras Tour on Friday. Sept. 6 from 5 to 8 p.m. at East Troy Village Square Park, 2881 Main St.

Embark on a journey through time with food trucks, beer tent, kids activities, artisans, makers and more. Guest DJ Wigwam from After Midnight Entertainment will transport guests through a musical timeline of different eras. For more information, visit easttroy.org.

ONGOING

Popsicles in the Park

The East Troy Elementary PTO will host Popsicles in the Park from 10 a.m. to 11:30 a.m. on the following Saturdays in the summer: June 22, July 27 and Aug. 24.

Enjoy a sweet treat and play at the Little Prairie and Prairie View playgrounds.

Live at The Hive, Movies in the Meadow & Trivia Night

The Hive Taproom, W2463 County Road ES, hosts live music from 7 to 10 p.m. every Saturday, Movies in the Meadow starting at 8:30 p.m. on the first Friday of the month in June, July and August, and Tim's Taproom Trivia starting at 7 p.m. on Thursdays.

For more information, visit thehivetaproom.com.

Cruise Nights

Every Saturday evening during the summer, Gus's Drive-In, 3131 Main St., transforms into a cruise night hot spot attracting car lovers from all over the region and local customers who can enjoy the vehicles, music and drive-in menu. For more information, visit gussdrivein. com.



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YOUR GUIDE TO He Fresco Wisconsin's weather may be unpredictable, tone thing remains constant: East Troy's options for the whole family. The locally owned brewery, which opened

but one thing remains constant: East Troy's summers boast robust al fresco experiences.

On those perfectly pleasant warm weather days, few things beat sitting outside with food and a cocktail.

Whether you're looking for sweeping square views, a casual family dinner or a romantic evening under the stars, check out these outdoor dining spots.

SAY CHEERS TO EAST TROY'S BEER GARDEN

The Beer Garden at East Troy Brewery is a nuge part of East Troy's summer scene. You'll be able sample great beer all summer in this vibrant space with taps outdoors. Pair your brews with items from the brewery's locally sourced menu with tasty

in a remodeled historic bank building dating back to 1892, features exclusive taps, an outdoor patio, fireplace lounge, open kitchen, indoor seating and Taproom on the southwest corner of the East Troy Village Square, 2905

For more information, visit etbrew.com.

SAVOR YOUR COFFEE OUTDOORS

East Troy's café 2894 On Main has a large patio that overlooks the northwest corner of the East Troy Village Square so there will never be a dull moment while you dine.

The beautifully renovated historic site from 1856, features a farm-to-fork menu and uses locally roasted beans with local, organic For more information, visit 2894onMain.

VISIT THE OLDEST OPERATING INN & TAVERN

Refresh at East Troy House Historic Inn and Tavern, 2093 Division St. The oldest running inn and tavern in Wisconsin has been operating on the East Troy Village Square since 1842 and features one of the nicest outdoor dining spots around.

Its menu features its famous Friday Fish Fry, soups, specialty salads, sandwiches, seafood, pasta, steaks and more. For more information, call (262) 642-7100.

GET SAUCED ON THE SQUARE

With locally sourced, seasonally inspired pizzas and plenty of outdoor seating that overlooks East Troy Village Square Park, Sauced Pizzeria takes the outdoor dining experience to another level.

At the 100 percent wood-fired Neapolitan style pizzeria, you'll find favorites like a Margherita with fresh mozzarella, the crowdpleasing Prosciutto Verde and Carne, as well as a variety of house-made, organic gelato.

The fan favorite restaurant is located at 2886 Main St. and features an awesome beer selection.

Visit getsauced.pizza for more information.

GET DINNER WITH A LAKE VIEW

Diners can enjoy a lovely Lake Beulah view as they eat and drink on the deck of East Troy's only waterfront restaurant, Lulabell's Dockside, N9228 E Shore Road.

In order to cater to its lake customers, Dockside now features six spots on its pier for customers who want to eat in after a day out on the water.

Dockside is open seven days a week, from 11 a.m. to 9 p.m. Monday through Thursday and 11 a.m. to 10 p.m. on Friday.

For more information, (262) 642-5264 or visit lulabellsdockside.com.



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TRENT MILL











above: If you are after a trendy spot to unwind this summer, East Troy Brewery's Beer Garden is the place, featuring a seasonally-evolving menu paired with house-brewed beers. **left:** Offering stylish patio dining for its 100% wood fired Neapolitan style pizzas paired with a glass of something chilled, Sauced Pizzeria's patio is a classic summer dining spot. VANESSA LENZ

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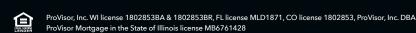


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