

# Good NEIGHBORS

A Publication of the East Troy Area Chamber of Commerce

EASTTROY.ORG

MAY 2025

VOLUME 36, EDITION 2



## The Year of the Summer Staycation

*East Troy is the Hottest Spot to Be This Summer*

As the summer travel season kicks into high gear, one trend is crystal clear: Americans are staying closer to home.

According to Airbnb's 2025 Summer Trends Report, the rise of the staycation is redefining travel this season—fueled by a desire for simplicity, budget-conscious planning, and deeper connections to our communities.

That's great news for East Troy. "East Troy's seasonal playground of festivals, one-of-a-kind attractions and much heralded al fresco dining and concert scenes are a huge strength," said Vanessa Lenz, Executive Director of the East Troy Area Chamber of Commerce. "Summertime is when East Troy truly comes alive, and this season is

• CONTINUED ON PAGE 11

## Must-Do

*The single best summer event calendar*  
**MAY 23-25**

### 33rd Annual Community-wide Rummage Sale

The East Troy Area Chamber of Commerce's 32nd annual Community-wide Rummage Sale will return Memorial Day Weekend, May 23-25.

For a listing of the 50-plus rummage sales, visit [easttroy.org](http://easttroy.org) after May 22. For more information, visit [easttroy.org](http://easttroy.org).

**MAY 23-26**

### 48th Annual Corn & Brat Roast

The East Troy Area Chamber of Commerce's 48th annual Corn & Brat Roast will return May 23-26, 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 8:30 p.m. on Saturday and 11:30 a.m. to 7 p.m. on Sunday and 11 a.m. to 1 p.m. on Monday.

For details visit [easttroy.org](http://easttroy.org).

**MAY 25**

### East Troy Brewfest

East Troy's 10th annual Brewfest will be held from on Sunday, May 25 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 \$55 at the door. VIP Admission is \$90 in advance and \$100 at the door (if not sold out).

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## 10 Ways to Live Like a Local this Summer

Skip the long travel days and discover the magic just outside your front door.

From lakeside lounging to farm-fresh flavors, East Troy has everything you need for the ultimate summer staycation.

This list of must-do activities was curated by local East Troy residents to help you soak up the season—just like a true local.

### 1. Hit the Beach

Take a trip to Booth Lake Memorial Park, N8465 Townline Road and enjoy its expanded section of Wibit inflatables.

The 118-acre lake includes 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 (\$25 per person) or daily guest passes required (\$10 per person).

The beach has a full slate of events planned this summer, including a Memorial Swim on May 31, Doggy Dips (every other Saturday), Movies in the Park (July 13, July 18 and Aug. 8) and Music on the Lake (May 30, June 27, July 25, Aug. 29 and Sept. 26).

For more information, call (262) 642-5046 or visit [boothlakememorialpark.com](http://boothlakememorialpark.com).

### 2. Eat Pizza on the Farm

To truly live like a local, head to Grassway Organics, W2716 Friemoth Road, East Troy, for their beloved Pizza on the Farm nights.

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MAY 26

**Memorial Day Observance**  
American Legion Loomis-Martin Post 188 will present a Memorial Day Observance on Monday, May 26. 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 its Veteran’s Memorial improvements and new Honor Stones. For more information, call (262) 470-4694.

MAY 24

**Library Book Sale**  
Friends of the East Troy Public Library will host its annual book sale from 9 a.m. to 2 p.m. on Saturday, May 24 at the library, 3094 Graydon Ave. Sale items include books, audiobooks, magazines, DVDs and a few pieces of furniture. Children’s and adult items will be available. For more information, call (262) 642-6262 or visit [www.easttroy.lib.wi.us](http://www.easttroy.lib.wi.us).

MAY 28

**Spring Musical Showcase**  
Bloom360 Learning Community will host its “Spring Musical Showcase” on Wednesday, May 28 at 1 p.m. at the East Troy Community Center, 2043 Division St., door 7. Bloom 360 learners will delight the crowd with their musical talents, including solo performances and more. For more information, visit [bloom360.org](http://bloom360.org).

MAY 31

**Booth Lake Memorial Swim**  
Booth Lake Memorial Park, N8465 Townline Road, will host its Memorial Swim on Saturday, May 31. 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.

summer at the community center

The East Troy Area Intergenerational Community Center, located in the back half of the Leona Doubek Building, 2040 Beulah Ave., East Troy, is rolling out a variety of public classes and activities designed to bring all ages together for learning, creativity, and community fun.

**Drop-in Days:** Starting Tuesday, July 8, the Movie Room, Art Studio, and Arcade Room will be open every Tuesday, Wednesday, and Thursday from 11 a.m. to 4 p.m. through Aug. 14. Admission is free. Two films are shown daily at 11:15 a.m. and 1:30 p.m. A guardian or parent must accompany children younger than 12.

**Saturday Family Arcade, Activity & Movie Day:** Runs 10 a.m. to 3 p.m., starting mid-May. Admission is free.

**Senior Exercise Classes**  
• Mondays (Tai Chi): 8–9 a.m.  
• Wednesdays (Strengthening Seniors): 8–9 a.m.

**Memory Café:** Held every third Tuesday from 1:30 to 3 p.m.

**5-Handed Sheephead:** Every Tuesday beginning at 2 p.m.

**Pool for the Public:** Thursdays from 1 to 3 p.m. Enjoy billiards with friends or meet new ones.

**Summer Outdoor Concert Series:**  
• June 18 at 6:45 p.m. – Tim Rush and The Caribbean Eclipse  
• July 16 at 6:45 p.m. – Neil Diamond Impersonator  
• August – TBD  
For more information, visit the community center’s Facebook page or call (262) 642-2266.

EAST TROY

Corn & Brat

2025

ROAST

yummy!

MAY 23rd-26th

East Troy Village Square Park

Featuring

Sammy Llanas (of the BoDeans), Tess & Co, Red Rock-It, Andy Carroll & The People He Owes \$ To, Paulie & The Poor Boys, Michael Woelfel & DJ JJJ!

easttroy.org

BREW FEST

MEMORIAL & COMMUNITY WIDE

SERVICE RUMMAGE

Registration is \$75 for 2.5K (1 lap) and \$85 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. For more information, call (262) 758-1082 or email [boothlakeswim@gmail.com](mailto:boothlakeswim@gmail.com).

JUNE 1

**In Bloom Garden Party Fundraiser**  
Nature’s Classroom Institute and Montessori School will host In Bloom, a Garden Party Fundraiser event, from 3 to 7 p.m. on Saturday, June 7 at its Skyview Campus in Mukwonago. With your entry donation, enjoy seasonal fare and live entertainment in a stunning garden setting while helping cultivate opportunities for the next generation. Donation tiers include Seed (\$100), Sprout (\$250), Bloom (\$500) and Thrive (\$1,000). Additional opportunities to share your generosity include enhancers for beverages, auction items, wine pull, and other fun activities. All proceeds support educational access through Nature’s Classroom scholarship programs. For more information, visit [discovernci.org](http://discovernci.org).

JUNE 8

**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 noon on Sunday, June 8 in The Woods, W2743 Friemoth Road, East Troy. This event will

take place on the beautiful trails of an 80-acre forest. The event will include the walk/run, family yoga, and a raffle/ silent auction. Cost is \$35 per walker or runner age 12 and older and \$20 for kids 12 and younger. This includes an event T-shirt. Register online by May 20 to guarantee T-shirt. All money raised will benefit Humble Oak Outdoor Learning & Arts Collective. For more information, visit [humbleoak.org](http://humbleoak.org).

JUNE 6

**Happy Birthday, East Troy!**  
East Troy’s First Friday event series will continue with East Troy’s 125th birthday on Friday, June 6, from 5 to 8 p.m. at East Troy Village Square Park, 2881 Main St. Join in to celebrate the ultimate birthday bash! This event features live music by Big Style Brass Band, food trucks, a cake bake-off, games & giveaways, a VIP experience, and more. For more information, visit [easttroy.org](http://easttroy.org).

JUNE 7-8

**Blue Ribbon Cheese Fest**  
The Elegant Farmer, 1545 Main St., Mukwonago, will host a Wisconsin Blue Ribbon Cheese Tasting & Sale on June 7-8. For more information visit [elegantfarmer.com](http://elegantfarmer.com).

JUNE 12

**Read & Feed**  
InkLink Books will host its next Read

& Feed event featuring Adam Roberts and his “Food Person” Book Tour at 6 p.m. on Thursday, June 12 at 2894 on Main, featuring a four-course and wine-paired menu. Roberts will be in conversation with Melanie Denhart, proprietor of the Global Glass. Tickets go on sale at 10 a.m. on Tuesday, May 20 at InkLink Books, 2890 Main St.

**JUNE 14**

**Fins & Pins Golf Outing**  
Alpine Valley Resort, W2501 Co Rd D, Elkhorn, WI 53121, is remembering Jimmy Buffett on Saturday, June 14 with a Fins & Pins golf outing. This golf outing features cart decorating, tee off, drink tasting, buffet lunch, and much more. Tickets are \$100 per person. For more information, visit [alpinevalleyresort.com](http://alpinevalleyresort.com).

JULY 3-6

**Lions Fourth of July Celebration**  
The East Troy Lions Club will hold its annual Fourth of July Celebration Thursday, July 3 through Sunday, July 6 at Rossmiller Sports Complex and Skate Park (fka Amusement Park), 3090 Graydon Ave., East Troy. The East Troy Music Festival features the famous East Troy Beer Tent (ETBT), carnival rides, games, fair food, and live entertainment. Fireworks are scheduled for July 5 at dark.



# Railroad Ready for Summer Season

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 2025 summer season.

Trains run every Saturday and Sunday through the first weekend in September. Trains will run three times a day on Fridays starting June 1 to Aug. 31.

Friday trains depart the East Troy Depot at 10 a.m., noon and 2 p.m.

Saturday trains depart the East Troy Depot at 10 a.m., 11 a.m., noon, 1 p.m. 2, p.m. and 3 p.m.

Sunday Trains depart the East Troy Depot at 1 p.m. and 3 p.m.

The railroad is celebrating 53 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



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*

advance at easttroyrr.org.

Tickets are \$17 for adults (15-64), \$11 for children (3-14), \$14.50 for seniors (65 and older) and free for children younger than 2.

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 this spring with 20 Dinner Train departures this season:

May 31 – Surf-N-Turf

June 14 – Father's Day

July 12 – Stars and Stripes

July 26 – Surf-N-Turf

Aug. 9 – Wine & Cheese

Aug. 16 – Southern Delight

## Special Events

Armed Forces Day – May 17

(Military Rides Free!)

Father's Day – June 15 (Dad Rides for Free!)

Milwaukee Day – June 28

Chicago Day – July 12

Picnic in the Park – July 20

Railfan Day – Aug. 23

Beer Tasting\* – Aug. 30

Grandparent's Day – Sept. 7 (Grandparents

Ride for Free!)

Christmas Trains\* – Nov. 28, 29 & 30;

December 5, 6, & 7; 12, 13, & 14; 19, 20 & 21

*\*Purchase tickets well in advance for these trains and events to assure availability.*

## 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.

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

## After 5 at The Hive



The East Troy Area Chamber of Commerce hosted a Walworth County-wide Off The Clock Networking event on Wednesday, April 30 at The Hive Taproom featuring session mead, live music by Sean Lehr, snack spread from Toothpicks Catering. Right: The Hive owner & beekeeper & East Troy Area Chamber of Commerce president Ayla Guild and East Troy Area Chamber of Commerce Executive Director Vanessa Lenz organized the event to put the spotlight on East Troy and encourage meaningful networking with members of Walworth County's business community. To join the East Troy Chamber, email [vanessa@easttroy.org](mailto:vanessa@easttroy.org).



PHOTOS SUBMITTED *Good Neighbors*

## MUST DO • CONTINUED FROM PAGE 2

The parade, with the theme “Salute to the First Responders,” will start at noon on Sunday, July 6. For more information, visit [easttroylions.org](http://easttroylions.org).

### JULY 18-19

#### The “Summer of ‘99”

Alpine Valley Music Theatre, 2699 Co Rd D, is hosting The “Summer of ‘99 and Beyond Festival,” scheduled for July 18-19, featuring 13 prominent bands from the late 1990s and early 2000s, including headliners Creed, and Nickelback.

On July 18, the lineup includes Nickelback, +LIVE+, Daughtry, Tonic, Our Lady Peace, and Lit.

The excitement continues July 19, with Creed closing out the night after performances by 3 Doors Down, Sevendust, Mammoth WVH, Hinder, Vertical Horizon, and Fuel. Visit [livenation.com](http://livenation.com) for tickets.

### JULY 25-27

#### 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.

Music lineup includes Red Moon on Friday, July 25, Bare Bonez on Saturday, July 26 and Jon Dawley on Sunday, July 27.

For more information, call (262) 642-5198.

### JULY 26

#### Tyler Childers

On Saturday, July 26, Tyler Childers will bring his “On The Road” tour to Alpine Valley Music Theatre, 2699 County Road D, East Troy, promising an unforgettable night of country and folk music.

Details and tickets for Alpine shows can be purchased at [livenation.com](http://livenation.com).

### AUG. 1

#### East Troy's First Fridays Beach Bash

East Troy's First Friday's event series will continue with a Beach Bash on Friday, Aug. 1 from 5 to 8 p.m. at East Troy Village Square Park, 2881 Main St.

Gather your friends and family and soak up the summer vibes. From Beach games to water fun, there's something for everyone to enjoy.

The event will also feature live music by Big Al Wetzel Band, food trucks, beer tent, kids' activities, artisans, makers, a VIP Cabana Lounge, and more. For more information, visit [easttroy.org](http://easttroy.org).

### AUG. 5

#### Kickball Tournament

The East Troy Area Intergenerational Community Center will host its 5th annual “Something To Do” Kickball Game for children in grades third through eighth grades on Tuesday, Aug. 5 at Mitchell Park.

The rain date is Aug. 7. The event will feature a DJ, snacks, ice cream, raffle prizes, and an event T-shirt for the first 50 players. Everything is free. For more information, call (262) 642-2266

### AUG. 9

#### Tomas Rhett

Country star Thomas Rhett is set to

perform on Saturday, Aug. 9, bringing his energetic show to Alpine Valley Music Theatre, 2699 County Road D.

Details and tickets for Alpine shows can be purchased at [livenation.com](http://livenation.com).

### ONGOING

#### 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](http://gussdrivein.com).

#### Coffee Connection

The Honey Creek Collective, N8030 Townline Road, is hosting Coffee Connection from 7 to 9 a.m. on the second Friday of the month.

Meet new people, network and enjoy a great brew at this monthly community event.

For more information, visit [honeycreekcollective.com](http://honeycreekcollective.com).

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# Explore Like a Local:

## OUTDOOR ADVENTURES IN EAST TROY

East Troy is a nature lover's paradise, where locals know that the best adventures begin just minutes from downtown.

With ten beautiful lakes and three pristine state natural areas within two miles, there's no shortage of ways to get outside and play.

Here are our top local picks for embracing the great outdoors.

## SPECTACULAR SUMMER HIKES

### PICKEREL LAKE FEN PRESERVE

Pickeral Lake Fen Preserve, a rare wetland, contains several springs that feed Pickerel Lake and an oak woodland, located at N8740 Pickerel Lake Road. The State Natural Area, managed by the Nature Conservancy, features a trail that is accessible to people who use power-driven mobility devices to help them get around.

### LULU LAKE

The focal point of the diverse wetland and upland communities located on County Road J is the 95-acre Lulu Lake, a 40-foot deep, hard water drainage kettle lake fed by the Mukwonago River and situated at the base of glacial deposits. Best seen by canoe via the Mukwonago River or through the channel from Eagle Spring Lake.

### KETTLE MORaine STATE FOREST- MUKWONAGO RIVER UNIT

The 970-acre former Rainbow Springs property is situated in the Mukwonago River watershed and is an area known for its outstanding resource waters, including the 35-acre Rainbow Springs Lake, varied habitats and biological diversity. Visitors can park in lots on Highway LO, County Road J (near Stringers Bridge Road) or County Road E.

### KETTLE MORaine STATE FOREST- SOUTHERN UNIT

Covering more than 22,000 acres of forested glacial hills, kettle lakes and prairies, the Southern Unit of the Kettle Moraine State Forest is interlaced with more than 100 miles of mountain biking, horseback riding and hiking and nature trails. Forest Headquarters is 3 miles west of the Village of Eagle, S91 W39092 Highway 59.

### BEULAH BOG

Located on Stringers Bridge Road, visitors can travel along Beulah Bog's hiking trail east to catch sight of its shallow bog lake, floating mud flats, tamarack forest and wet open moat.

### BEULAH BLUFF PRESERVE

Beulah Bluff Preserve, a Kettle Moraine Land Trust nature preserve, is located at N9026 Bakavi Way, East Troy. The preserve overlooks the northwest shoreline of Lake Beulah and is open to the public for passive recreation and environmental education.



## THE BEST PARKS IN EAST TROY

### PLAYMORE PARK

East Troy's largest park, located at 3072 Graydon Ave., features a big play equipment area, picnic tables and a wheelchair accessible restroom on the corner of West Street and Graydon Avenue.

### LITTLE PRAIRIE PRIMARY PLAYGROUND

The Little Prairie Primary School outdoor playground, 2109 Townline Road, brings a splash of color and fun for families. The playground is inclusive and accessible, complete with a rubber ground surface, play structures, swings and other features.

### PRICE PARK

The Price Park Conservancy consists of two miles of self-guided hiking trails located at N6421 Hodunk Road in the Town of LaFayette.

The trails run through the park and include panoramic views of Sugar Creek and wildflower areas in the uplands of the park.

Perfect for an outdoor meal, the park has a picnic shelter.

### EAST TROY SKATE PARK

The Rossmiller Sports Complex (fka Amusement Park) and Francine Pease Skate Park, 3090 Graydon Ave., includes a skate park, grandstand, athletic field for baseball and other activities and concession stands.

### EAST TROY ARCHERY RANGE

The East Troy Archery Range, located at 2090 Energy Drive, is open to the public (except during class times). Check out the East Troy Parks and Recreation Guide at easttroywi.gov for upcoming classes.

## Spend summer at Alpine Valley Resort

Situated in the scenic Kettle Moraine area 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 golf professional who is available to teach private and group lessons for kids and adults.

### Disc Golf

Come play Alpine Valley Resort's professionally made 18-hole course.

Alpine Valley's Disc Golf course has great elevation and brings you through wooded trails up and down the ski hill that creates tricky baskets for a fun and enjoyable time.

Cost is \$5 per person or \$50 for a season pass.

Hours to pay in the Golf Pro Shop are 8 a.m. to 6 p.m. (after hours put payment In the dropbox, which is located outside).



### Mountain Biking

Alpine Valley Resort's mountain bike trail offers 8.1 miles of singletrack with a 1,034-foot ascent and descent. Trail access costs \$5 per day or \$45 per year.

Enter via the resort driveway and follow the blue "Mountain Bike Trail" sign leading to a gravel lot with a self-pay station. The trail begins with a challenging climb through the trees before opening to a mix of twists, turns, and fast descents—perfect for thrill-seekers.



### Daily Events

**Monday-** \$1 off Margarita Mondays

**Tuesday-** Men's League, \$4 Taco Tuesday

**Wednesday-** Spark Golf League (9-hole social golf league), Wines Days (1/2 priced wine bottles), Women's League (once a month)

**Thursday-** Community Day (2 for 1 Golf Special)

**Friday-** Friday Fish Fry in the bistro from 5 to 9 p.m. every other Friday

### Golf Outings

June 3 – Women's Day Golf Outing

June 14 – Fins & Pins Golf Outing (in memory of Jimmy Buffett)

Aug. 3 – Hole Lotta Fun Signature Golf Outing

Oct. 25 – Spooky Scramble

For up-to-date info on booking tee times, visit [alpinevalleyresort.com](http://alpinevalleyresort.com).

Situated in the scenic Kettle Moraine area at W2501 Highway D, Alpine Valley Resort features 27 holes of golf and a Mountain Bike Trail with 8.1 miles of single track with a 1,043 feet ascent and 1,035 descent.

PHOTO SUBMITTED Good Neighbors

## PROUD SUPPORTER OF EAST TROY!



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# THE EAST TROY

# Music Guide

## The biggest and best for summer 2025

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.

### Big Stage, Bigger Shows: Alpine Valley Rocks Summer 2025

As one of the largest outdoor amphitheaters in the United States, Alpine Valley Music Theatre transforms East Troy into a must-visit destination each summer for thousands of people.

With a star-studded concert lineup and an atmosphere that's pure Wisconsin summer magic, it's the place to be when the lights go down and the music turns up.

Alpine is set to host a packed lineup of shows this summer.

The "Summer of '99 and Beyond Festival," scheduled for July 18-19, will feature 13 prominent bands from the late 1990s and early 2000s, including headliners Creed, and Nickelback. On July 18, the lineup includes Nickelback, +LIVE+, Daughtry, Tonic, Our Lady Peace, and Lit. The excitement continues July 19, with Creed closing out the night after performances by 3 Doors Down, Sevendust, Mammoth WVH, Hinder, Vertical Horizon, and Fuel.

On July 26, Tyler Childers will bring his "On The Road" tour to Alpine Valley, promising an unforgettable night of country and folk music.

Country star Thomas Rhett is set to perform on Aug. 9, bringing his energetic show to the Alpine Valley stage.

The Outlaw Music Festival tour celebrates

its 10th anniversary in East Troy on Friday, Sept. 19, featuring an incredible lineup with iconic artists Bob Dylan, Willie Nelson, and Sheryl Crow, alongside rising Americana stars Waxahatchee and Madeline Edwards.

Alpine Valley Music Theatre is tuning up for the season and seeking enthusiastic candidates to join their team.

Details and tickets for Alpine shows can be purchased at [livenation.com](https://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.

#### 2025 schedule

June 12 – East Troy Community Band

June 19 – Guest Group

June 26 – East Troy Community Band patriotic concert

July 10 – Guest Group

July 17 – East Troy Community Band

July 24 – Guest Group

July 31 – East Troy Community Band

For more information, visit [etband.com](https://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 17 – Rae of Grace

May 24 – Indigo Canyon Duo

May 31 – Scott Huffman & Blue Rhythm

June 7 – Paulie & The Poor Boys

June 14 – Candy Cigarette

June 21 – Discount Vinyl Chicago

June 28 – Black Moon Lilith

July 5 – Red Moon

July 12 – Ivy Ford

July 19 – Jason Thomas Band

July 26 – Diffused Blues Band

Aug. 2 – Radiation

Aug. 9 – Paulie & The Poor Boys

Aug. 16 – 7th Anniversary Party

The Hive Taproom provides a welcoming space to gather with friends & family, serving its own surprisingly dry session meads, made from 100 percent raw honey.

The Hive currently has 13 distinct session meads on tap, along with a honey kombucha, a zero-proof cocktail and a tea-based soda elixir.

Stop in for weekly trivia, live music, and delicious beverages that give you the better buzz, because nobody has time for a hangover.

For more information, visit [thehivetaproom.com](https://thehivetaproom.com).

### Lions announce ETBT lineup

The East Troy Lions Club will hold its annual Fourth of July Celebration Thursday, July 3 through Sunday, July 6 at Rossmiller Sports Complex and Skate Park (fka Amusement Park), 3090 Graydon Ave., East Troy.

The parade, with the theme "Salute to the First Responders," will start at noon on

Sunday, July 6. Fireworks are scheduled for July 5 at dark.

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

**ETBT, sponsored by Rhode's Towing, Repair & Sales, James R. Taylor & Sons Live Music Stage & Matt's Auto Parts Stage**

• Thursday, July 3 –

7 to 9 p.m.: Shotgun Jane

9:30 to 11:30 p.m.: Lunchmoney Bullies

• Friday, July 4 – TBD

• Saturday, July 5 –

3 to 5 p.m.: O'Dog

7 to 9 p.m.: Rebel Grace

5:30 to 7:30 p.m.: Tess & Co

8 p.m. to 10:30 p.m.: Sammy Llanas,

formerly of the Bodeans

• Sunday, July 6 – TBD

Additional shows will be announced at [easttroylions.org](https://easttroylions.org).

### Live Music Up on The Rooftop

The Social Affair, 2919 Main St., is hosting live music Up on the Rooftop from May to October.

The series will feature Thursday night concerts as well as a few pop-up special event dates.

Live music is from 6-9 p.m. (unless otherwise noted)

May 2: SPL Acoustic

May 8: Andy Carroll

May 15: SPL Acoustic

May 22: Wire & Nail

May 25: Sunset Girl (Sunday, Noon- 3 p.m.)

May 29: Justin Wallace

June 5: Chris Kohn

June 12: Brady Lee

June 19: Sunset Girl

June 26: Chad Hell

• CONTINUED ON PAGE 9



The Social Affair, 2919 Main St., located in the heart of East Troy, is hosting live music Up on the Rooftop from May to October. Check out the venue's upcoming events, including pop up multi-course prix fixe dinners on Facebook.

PHOTO SUBMITTED Good Neighbors



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Held Fridays and Saturdays from May 2 through Sept. 27, this community tradition features wood-fired pizzas made with only organic ingredients—crafted right on the farm.

Pizza is served rain or shine, from 4 to 8 p.m. on Fridays and 2 to 8 p.m. on Saturdays, with live music kicking off at 4 p.m. each day. Make a full day of it with a Saturday farm tour led by Farmer Chaz, departing at 1 p.m. from Grassway's On-Farm Store.

It's the kind of simple, delicious, community-rooted experience that locals love—and now, you can too.  
Learn more at [grasswayorganics.com](http://grasswayorganics.com).

### 3. Have a picnic at East Troy Village Square Park

If you've ever wanted to feel the heartbeat of East Troy, pack a picnic and head to the Village Square Park—our most iconic landmark and the community's favorite gathering space.

With its storied past as the backdrop for beloved events like East Troy Lights, Brewfest, and the Memorial Day Weekend Corn & Brat Roast, the square pulses with small-town charm.

Whether you're attending a special event or simply enjoying lunch from your favorite local restaurant on the lawn, a picnic on the square is the ultimate way to live like a local.

### 4. 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, July 6 with the theme "Salute to First Responders."

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 and blue.

The East Troy Lions Club's annual Fourth of July Celebration will run Thursday, July 3 through Sunday, July 6 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 Saturday, July 5 at dark.

For more information, visit [easttroylions.org](http://easttroylions.org).



### 5. Sip Session Meads Under the Stars

The Hive Taproom, W2463 County Road ES, will bring back its popular Movies in the Meadow series this summer.

The Hive is featuring the following lineup (starting at 8:30 p.m.):

- Friday, June 6 – Ghostbusters 1
- Wednesday, July 2 – Sandlot 1
- Friday, Aug. 1 – Harry Potter & The Sorcerer's Stone
- Friday, Sept. 5 – The Adventures of Baron Munchausen

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.

Check out the Hive's website, [thehivetaproom.com](http://thehivetaproom.com), and social media pages

for info on additional events, like Trivia every Thursday night at 7 p.m. and live music on Saturday nights from 7 to 10 p.m.

### 6. Shop 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 6-Oct. 3.

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 grown or produced right here in the surrounding area," organizer Amanda Neu 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](http://honeycreekcollective.com).

• CONTINUED ON PAGE 7

Grassway Organics' Pizza on the Farm events are 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.

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**clockwise from above:** East Troy Village Square Park came alive during the kickoff of East Troy's First Fridays 10th season May 2. The Murals & Makers event transformed the square into a vibrant outdoor studio, showcasing live mural painting, local artisans, and handcrafted goods. Cousins Tommy McCormack and Matilda Moody join in the evening of creativity, connection, and celebration. Scoopie, the beloved Culver's mascot, will make an appearance at several of this season's First Friday events. This group of friends, including (from left) Rowan Mason, Larsen, Redd Ramlow, Macie Behm, Mary Mork, Addi Guild and Silas Kehl reunite at the event photo booth with Reitz Media. Dave Hudec strikes a pose with his granddaughter.

East Troy's First Fridays series transforms the heart of downtown into an exciting fusion of all the community has to offer – a one-of-a-kind, free, outdoor event featuring live music, food trucks, market and artisan vendors and activities for all ages. The series returns on the First Friday of the month, from 5 to 8 p.m., June 6, Aug. 1 and Sept. 5 at East Troy Village Square Park.

REITZ MEDIA Good Neighbors



## LIVE LIKE A LOCAL • CONTINUED FROM PAGE 6

### 7. 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.

### 8. Connect with local history

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.

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 7 (Salvador Dali), July 5 (Henri Matisse), Aug. 2 (Albrecht Durer), Sept. 6 (Georges Seurat) and more.

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 easttroystory.org.

### 9. Drink a Cold Beer Outside

The Beer Garden at East Troy Brewery is a huge 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 options for the whole family.

The locally owned brewery, which opened in a re-modeled 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 Main St.

For more information, visit etbrew.com.

### 10. Bring Your Dog to the Dog Park

The Village of East Troy Dog Park, 2015 Energy Drive, is open from sunrise to sunset.

The park features a large dog area for dogs weighing 25 pounds or more and a small dog area for those weighing less than 25 pounds. Visit easttroystory.gov for more information.



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# YOUR LOCAL GUIDE TO *Al Fresco Dining*

In East Troy, locals know that summer means savoring sunshine, fresh air and unforgettable meals under open skies.

Whether you're catching up with friends over craft cocktails, enjoying a family dinner with a view, or sharing

a romantic evening beneath the stars, East Troy has the perfect al fresco experience waiting for you.

Here are the best local spots for outdoor dining—where locals go to soak in the sunshine and the flavors of the season.

## Say Cheers to East Troy's Beer Garden

The Beer Garden at East Troy Brewery is a huge 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 options for the whole family.

The locally owned brewery, which opened 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 Main St.

For more information, visit [etbrew.com](http://etbrew.com).

## Savor Seasonal Flavors

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 milk.

For more information, visit [2894onMain.com](http://2894onMain.com).

## 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 crowd-pleasing 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](http://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.

For more information, (262) 642-5264 or visit [lulabellsdockside.com](http://lulabellsdockside.com).



**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:** The summer food menu at 2894 on Main, focuses on local and organic options, packing in the flavor with hearty sandwiches and vibrant bowls, colorful breakfast dishes (both savory and sweet) as well as seasonal salads and specialty items that will keep you coming back for more.

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# Summer Camp Spotlight:

## Q&A with Wisconsin Theater Arts Founders

Wisconsin Theater Arts is more than just a nonprofit—it’s a love story.

Founded by Peter and Patti Punzi, who first met while acting together in a community theater production of “To Kill A Mockingbird,” this organization is making waves as a creative cornerstone for Southeast Wisconsin.

With decades of experience both performing and directing, the Punzis are now channeling their passion into a mission: bringing the magic of theater to their community.

They share their journey, their vision and musical theater summer camp plans.

### Q. What inspired you to start Wisconsin Theater Arts, and how has the journey been so far?

**A.** We met because of a shared passion for theater. A chance meeting performing in “To Kill a Mockingbird” led us to become Mr. & Mrs.

Over the years, we discussed the idea of starting our own nonprofit theater that would include theater education.

The pandemic left us both without jobs and returning to Patti’s homeland of Wisconsin.

It was during this time that we decided to pull the trigger and start Wisconsin Theater Arts.

We have both spent much of our career in education and Peter also ran several nonprofits, so our skills complimented each other really well for an endeavor like this.

Classes started in earnest in the fall of 2022 and the response has been phenomenal.

We started with fall and spring youth theater classes, as well as short workshops for teens and adults. By the summer of 2023, we added the musical theater summer camp.

When looking for a space that first year for summer camp, we happened to visit East Troy High School. In addition to securing space for summer camp, we were asked to direct the spring play for the East Troy High School Drama Club.

At the end of May 2023, we were approached by the Mukwonago Optimist Club to take over their one-week drama camp in June.



Despite all odds, Horton and Gertrude band together to save the Whos, free Horton and restore peace and unity to the Jungle of Nool during Wisconsin Theater Arts’ Summer Camp Musical Theater performance of “Seussical JR” in 2024. Children, tweens, and teens are invited to register for this summer’s performance of Annie Jr.

PHOTO SUBMITTED *Good Neighbors*

This year, we will be adapting another beloved story so stay tuned to the Mukwonago Optimist Club’s website for more information.

We will also be presenting Annie Jr. this July during our annual three-week musical theater summer camp at East Troy High School.

So, it has been a whirlwind since we began, but we are well aware that we’ve made the right decision based on the overwhelming positive response from the community.

### Q. What impact do you hope Wisconsin Theater Arts will have on East Troy’s cultural scene?

**A.** Our goal is to enhance and complement the existing cultural offerings of East Troy, like the festivals, seasonal fairs and events found in and around the Village Square.

We make every effort to provide unforgettable performances and community involvement that leaves a lasting impression on audiences.

### Q. How do your theater classes and summer camp inspire young performers?

**A.** Our theater classes and summer camps help shape young performers directly by giving them the skills needed to perform in theatrical productions.

The structure and expectations of Wisconsin Theater Arts’ programs are the same or similar to what a young actor would experience at a community or professional theater setting.

But the slower pacing and supportive environment allows young performers to explore their creativity through character development, storytelling, and artistic expression.

Whether their ultimate goal is to become a professional actor or a lifelong hobbyist in community theater, students receive the skills necessary to be successful.

# Color Your Summer at East Troy Library

The East Troy Lions Public Library, 3094 Graydon Ave., will kick off its 2025 Summer Reading Program “Color Our World” on June 2. 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.

### 2025 Summer Reading Program

June 2 – Summer Reading Program Sign-up Begins

June 9 – Bollygroove

June 16 – Novel Motion Circus

June 23 – FFA Petting Zoo

June 30 – Children’s Parade

July 7 – Science Heroes

July 14 – Snake Discovery

July 21 – Family Afternoon Movie

July 28 – Pizza Party and Prize

Drawing for Reading Program

Participants

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.

For more information, visit [www.easttroy.lib.wi.us](http://www.easttroy.lib.wi.us).

## MUSIC GUIDE • CONTINUED FROM PAGE 5

July 3: Big Al Wetzel Band

Visit “The Social Affair” on Facebook for more information.

### 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 long.

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

For more information, visit [etbrew.com](http://etbrew.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 -August.

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

For more information, visit [ldsbbq.com](http://ldsbbq.com).

### Listen to Music at the Lake

Booth Lake Memorial Park, N8465 Townline Road, will host three concerts this summer as part of its Music in the Park series.

Shows will be:

May 30 – Mike Krug

June 27 – Andy Carroll and Matt Ruthenberg

July 25 – Geoff and Sonya

Aug. 29 – Rob’s Alibi

Sept. 26 – TBD

For more information, visit [boothlakememorialpark.com](http://boothlakememorialpark.com).

### Community Center offers outdoor 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 Neil Diamond tributes, there’s something for every music lover:

- Wednesday, June 18 at 6:45 p.m. – Tim Rush and the Caribbean Eclipse

- Wednesday, July 16 at 6:45 p.m. – Neil Diamond Impersonator

- August’s concert date is TBD

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

For more information, visit the community center’s Facebook page or call (262) 642-2266.

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## O’Neill Family Veterinary Clinic

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O’Neill Family Veterinary Clinic is bringing its commitment to compassionate, personalized care for pets (from general wellness to full surgical care) to its new clinic on East Troy’s west side.

“Our mission is to foster strong pet-owner relationships through compassionate care and innovative solutions,” said owner Thomas O’Neill. “We understand that every pet is unique, which is why we tailor our services to meet their specific needs.”

From preventative pet care and wellness exams to diagnostics, surgery, and vaccinations, O’Neill Family Veterinary Clinic emphasizes personalized care to foster strong, lasting bonds with its clients.

The clinic also offers the convenience of house calls, ensuring your pet’s comfort and reducing stress.

For more information, email thomas.oneill@ofvc.net.



## Ruelle2Renew LLC

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Mary Lynn Ruelle, owner of Ruelle2Renew, brings over 25 years of expert wellness, massage and body work to the heart of East Troy.

As both a Licensed Massage Therapist and an Occupational Therapist, as well as proud East Troy resident of seven years, Ruelle offers a deeply personalized and holistic approach to healing.

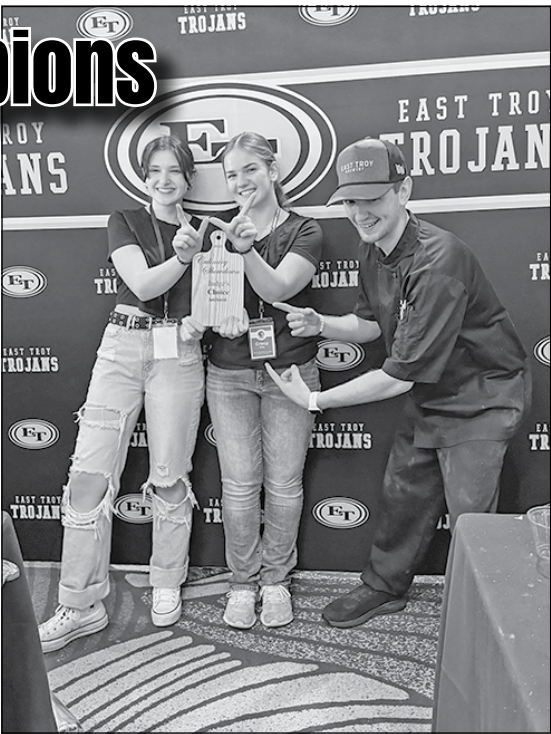
“I’m honored to support our vibrant, healing community. Whether you need deep healing or just a peaceful reset I’m here to help you RENEW,” Ruelle said.

Ruelle’s dual expertise allows her to blend therapeutic massage techniques with deep understanding of the body’s functional mechanics, helping clients not only feel better in the moment but also achieve longer-term physical wellness.

For more information, email Ruelle2renew@gmail.com.



## Culinary Champions



East Troy High School culinary students Gracelyn Hell and Gracy Fox, under the direction of Jinnesa Pluess, and East Troy Brewery Head Chef Nathan Dettinger claimed the Judges’ Choice award at the inaugural Walworth County Pro/AM Culinary Showdown, transforming local breakfast sausages from Hometown Sausage into a winning dish. The event, hosted by the Walworth County Economic Development Association at Lakelawn Resort, paired student talent with professional expertise for an afternoon of creative cuisine. East Troy Community School District representatives supporting the winning team included (from left) Katheryn Vacula, Pluess, Hell, Fox, Dettinger, Kelly Geisert and Andrea Belka Van Buren.

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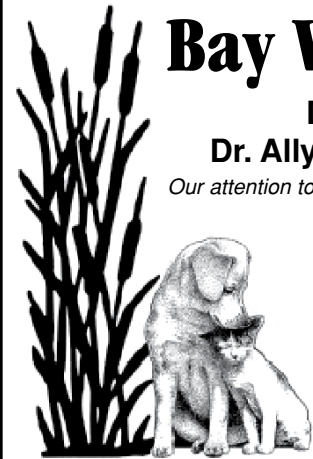
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# SUMMER STAYCATION • CONTINUED FROM FRONT PAGE

shaping up to be our best yet.”

Whether you’re returning to favorite local haunts or exploring new hidden gems, East Troy offers the perfect backdrop for a summer that feels like a getaway—without ever leaving home.

From splashing in the waters of local lakes to classic community events, there’s something for everyone looking to soak up sunshine and small-town charm.

**More to Explore**

Increased marketing dollars this year mean even more opportunities to discover what makes East Troy a destination in its own right.

Whether you’re sipping a locally brewed beer, treasure hunting at the community rummage, or catching a concert on the square, this summer is all about leaning into hometown joy.

So skip the airfare and rediscover the magic of your own backyard.

In East Troy, your best summer ever is just around the corner.

**A Summer-Long Celebration**

The Chamber’s 2025 summer programming officially kicks off Memorial Day weekend at East Troy Village Square Park and runs through Sept. 5, featuring a full calendar of festivals, live music, outdoor adventures and more.

Here’s what’s on tap:

## Memorial Day Weekend Corn & Brat Roast

The East Troy Area Chamber of Commerce’s 48th annual Corn & Brat Roast and 33rd annual East Troy Community-wide Rummage will return May 23-26, 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 8:30 p.m. on Saturday and 11:30 a.m. to 7 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 23**

- 9 a.m. to 4 p.m.: East Troy Community-wide Rummage Sales
- 5 to 8 p.m.: Corn & Brat

- 5 to 8 p.m.: Andy Carroll & The People He Owes \$ To

**Saturday, May 24**

- 9 a.m. to 4 p.m.: East Troy Community-wide Rummage Sales
- 11:30 a.m. to 8:30 p.m.: Corn & Brat Hours
- 11:30 a.m.-1 p.m.: Michael Woelfel
- 1:15 -3:15 p.m.: Red Rock-It
- 3:30-5:30 p.m.: Tess & Co
- 6-8:30 p.m.: Sammy Llanas (formerly of the BoDeans)

**Sunday, May 25**

- 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 Boys
- 3 to 6 p.m.: DJ JJJ
- 3-6 p.m.: East Troy’s 10th Annual Brewfest

**Monday, May 26**

- 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 33rd annual East Troy Community-wide Rummage Sale on Friday, May 23, Saturday, May 24 and Sunday, May 25 from 9 a.m. to 4 p.m.

All rummage listings will be featured in the 2025 East Troy Community-wide Rummage Map and will be highlighted on easttroy.org.

To feature your rummage, email [vanessa@easttroy.org](mailto:vanessa@easttroy.org).

## East Troy Brewfest

East Troy’s 10th annual Brewfest will be held on Sunday, May 25 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 more.

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 ultimate tasting experience 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 limited-edition brews and more.

Must be 21 years of age or older with valid ID to participate.

For tickets, visit [easttroy.org](http://easttroy.org).

## East Troy’s First Fridays - Happy Birthday East Troy!

The Village of East Troy is turning 125, and the East Troy Area Chamber of Commerce is throwing the ultimate birthday bash.

Join on Friday, June 6, from 5 to 8 p.m. at East Troy Village Square Park for a First Friday you won’t forget — filled with festive fun, hometown pride, and birthday surprises.

The event will feature live music by Big Style Brass Band, sponsored by Spotlight Real Estate as well as the following activities:

**Cake Bake-Off:** Who will take the cake? Taste and vote for your favorite creations in our community-wide baking competition.

**Games & Giveaways:** Enjoy classic party games with an East Troy twist and a chance to win fabulous prizes.

**Family-Friendly Fun:** Photo Booth, Happy Birthday Sing-Along, Then & Now photo exhibit with the East Troy Area Historical Society and activities guaranteed to keep all ages smiling.

**Food & Drinks:** Feast on birthday-themed treats and local favorites from East Troy’s best vendors and area food trucks.

**VIP Experience:** Get the star treatment with our VIP Party, featuring, exclusive eats, Hill Valley Dairy Cheese Cart, specialty drinks, and sweet surprises.

East Troy’s First Fridays series will continue on Aug. 2: Beach Bash and Sept. 5: Celebrate the Seasons.

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, food trucks, artist showcases, kid-friendly activities, and much more.

For more information, visit [easttroy.org](http://easttroy.org).

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