

Photo taken by Lake Mills Local, Charlie Davel.

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Olivia Klubertanz, Senior Student Representative

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Join Legendary Lake Mills for the Iceberg Open Golf Tournament
on Saturday, February 3rd. It's always a great time!

The Mission of Legendary Lake Mills: A Chamber Main Street Organization

The Mission of Legendary Lake Mills is to preserve the heritage and promote development of the downtown area in conjunction with supporting the Lake Mills business community as a whole. By fostering new business growth, providing resources for existing business, and promoting tourism, we strive to make Lake Mills a better place to do business, to work, live and to visit.

Legendary Lake Mills Planter Program

Have you noticed the lovely planters within our downtown district all year long? **The Planter Program is organized by us at Legendary Lake Mills!** This program is funded by donations from locals and Lake Mills business owners. **Planter maintenance and watering are done by a group of wonderful and hard-working volunteers.** Thank you to our current, very hardworking, volunteers **Jim Arnold, Hope Oostdik, and Brad Moldenhauer.** Thank you also to past volunteers; **Carol Burrows, Tina Schuenke, Pearl Schuenke, Jackie Spahn, Joanne Stout,** and countless more. These past and present volunteers show a passion for Lake Mills and a commitment to our community. If you are interested in donating to this program, checks can be made payable to Legendary Lake Mills, and mailed to 200E Water Street, Lake Mills, WI.



Consider donating to our Legendary Lake Mills Planter Program.

Love. Lake Mills



Love. Lake Mills

Director's Dish:

- Thank the Big Santa Committee who were responsible for the new Christmas lights that adorn Commons Park this holiday season. When there was a threat of Big Santa not returning, an independent committee led by Mary Doyle of The Corner Mercantile and Lindsay Parks, looked to the community to raise money for a replacement. The community donated an overwhelming amount of funds, which were matched by the Lake Mills Community Foundation. The remaining money was used to decorate the Commons Park Band Shelter, the Lion's Shelter, and the Public Restrooms. Big Santa was installed by Schweighardt Concrete LLC, and new lighting was installed by Lang Lighting Décor LLC. This is the second phase in a multiphase plan to bring even more lighting to Commons Park for the holiday season. Look for additional fundraising efforts from the group soon.
- Attend the Lake Mills Optimist Tristar Basketball Contest on Saturday, January 27th at the Lake Mills Elementary School Gym. This is a FREE coed competition, for ages 7 through 13. The top participants from each age group will receive a trophy and there will be a pizza party for all participants following the contest. Registration is from 10:30 AM through 11:30 PM and the competition will be held from 11:30 AM through 12:30 PM.
- Attend the Lake Mills Recreation Department's 6th Annual Family Fun Day on Sunday, February 18th at the Elementary School Gym. There will be FREE activities for all ages from 1:00 PM through 4:00 PM. Thank you sponsors; Badger Chevrolet, Bank of Lake Mills, Farmers and Merchants State Bank, and Fort HealthCare.



A photo from last year's Family Fun Day, organized by the Lake Mills Recreation Department.

Legendary Lake Mills Events

Lake Mills Farmers Market - Wednesdays
5/1 through 10/23

Annual Golf Outing 6/27/24

Town and Country Days Parade 6/29/24

Legendary Lake Mills Cash Raffle 8/12/24

Fall Festival of Color Craft Fair 10/6/24

Witches Night Out 10/30/24

Legendary Lake Mills Wine Walk 11/22/24

Small Business Saturday 11/30/24

Winter Market and Classic Christmas
12/7/24

Knickerbocker Ice Festival
1/31/2025 & 2/1/2025

2023 YEAR IN REVIEW



Legendary Lake Mills: A Chamber Main Street Org

920.648.3585

www.LegendaryLakeMills.com



10 COMMUNITY EVENTS & FARMERS AND ARTISAN MARKET
15,732 ATTRACTED ATTENDEES

2 CLEAN-UP EVENTS
2 NETWORKING EVENTS



OUR GROWING NETWORK:

7300+ Facebook Followers
682 Instagram Followers



2,540

VOLUNTEER HOURS
EQUIVALENT TO A WORTH OF \$76,234

LM FAST FACTS

- 11 Blocks in DT District
- 300+ Employed in DT District
- 100+ Small Businesses
- 23 Food & Bev Establishments
- 27 Retailers
- 15 Health Establishments
- 1 Vacant Storefront DT
- 7.7K Summer Season Visitors
- 53K Total Unique Visitors
- 65% Destination Visitors



Major Accomplishments

- LEGENDARY LANE RENOVATION COMPLETE
- COMMONS PARK KIOSK WALKING TOUR COMPLETE
- FIRST ROUND OF HISTORIC PLAQUES TO PRINT
- 4 "LOVE, LAKE MILLS" NEWSLETTERS MAILED
- SIGNED LEASE ON DIGITAL BILLBOARD
- AWARDED 2 FAÇADE GRANTS TO LLM MEMBERS
- RAISED ATTRACTED ATTENDEES OF EVENTS BY 3,400
- 24 NEW LEGENDARY LAKE MILLS MEMBERS



RECOGNITIONS & AWARDS

VOLUNTEERS OF THE YEAR

Terri Benish & Brian Benish

BUSINESS OF THE YEAR

Countryside Jewelry

NEW BUSINESS VENTURE

Patrick's Arcade Bar



NEW MEMBER OF THE YEAR

Sigmund's Rental LLC

SHINING STAR NON-PROFIT

Real Hope Community Church

\$41k WORTH OF TRAINING FREE THROUGH WEDC
&

8 BUSINESSES ASSISTED VIA WI MAIN STREET SERVICES

TRANSFORMING LAKE MILLS



Legendary Lane was constructed after being awarded the WEDC Vibrant Spaces Place Makeover Grant. This photo was taken by Joanna Niven of **Joanna Niven Photography**.



The vacant Commons Park Kiosk was repurposed into a Historic and Art Installation Walking Tour. This photo of the **Fargo Mansion** was taken by Eli Wedel of **Pyramid Event Venue**.



The first round of Historic Plaques will soon be installed thanks to our partnership with **Countryside Jewelry**, the **Lake Mills Community Foundation**, and the **Lake Mills & Aztalan Historic Society**.

LLM REINVESTMENT STATS 2023

2 Properties Improved with LLM Grants

4 Planned Projects

\$30k+ Community Betterment

\$1.73 Leverage Per Public \$ Raised

Annual Events

LAKE MILLS FARMERS MARKET
ANNUAL GOLF OUTING
TOWN AND COUNTRY DAYS PARADE
ART FESTIVAL – RETIRED AUGUST 2023
LEGENDARY LAKE MILLS CASH RAFFLE
FALL FESTIVAL OF COLOR
WITCHES NIGHT OUT
LAKE MILLS WINE WALK
CLASSIC CHRISTMAS
WINTER MARKET
KNICKERBOCKER ICE FESTIVAL

ARE YOU PASSIONATE ABOUT LAKE MILLS?

BE A PART OF OUR SUCCESS! EMAIL RAINA@LEGENDARYLAKEMILLS.COM TO BE ADDED TO OUR VOLUNTEER DATABASE.



BECOME A FRIEND OF LEGENDARY LAKE MILLS

As a non-profit, we rely on raised funds for Community Events, Betterment Projects, and more.

Supporters of our mission can become a donating "Friend of Legendary Lake Mills" by making a one-time or recurring monthly donation through PayPal. Scan the QR code to learn more.



SCAN ME

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KNICKERBOCKER FESTIVAL

February 2 & 3 2024



SANFT ACCOUNTING & TAX, LLC
Certified Public Accounting & Consulting



Friday, 2/2

Candlelight SNOWSHOE & SKI

KORTH PARK: 6 - 7:30 PM
FREE TO PARTICIPATE,
SNOWSHOES AVAILABLE
FIRST-COME, FIRST SERVE.

SPONSORED BY
FORT HEALTHCARE,
JEFFERSON CO. PARKS &
LAKE MILLS REC DEPT

Pyramid: 7-10 PM
\$15/PLAYER, LIMIT 6
PLAYERS PER TEAM.
PRIZES & BRAGGING RIGHTS
TO WINNERS!

TRIVIA CONTEST

SPONSORED BY
HOWELL BUILDING
CARE & REPAIR

50/50 CASH Raffle

ON SALE NOW!
\$5 EACH OR 5 FOR \$20

GET TICKETS NOW AT THE PHARMACY PUBLIC HOUSE, LEWIS STATION,
TT'S TIMEOUT, TYRANENA BREWING OR LEGENDARY LAKE MILLS OFFICE.
TICKETS ALSO FOR SALE SATURDAY, 2/3, AROUND TOWN!
DRAWING AT 2:30 PM ON 2/4 AT LEWIS STATION.

SPONSORED BY LEWIS STATION WINERY & DISTILLERY

LAKE MILLS Safe Ride

FREE TO USE! CALL OR TEXT 920-605-0112
RIDES BEGIN AT 3 PM AND RUN UNTIL 2:30 AM.
PICKUP/DROP OFF WITHIN 5 MILES OF
CITY OF LAKE MILLS CENTER (BUSINESS OR RESIDENCE).
MOST RIDERS ARE PICKED UP WITHIN 5-10 MINUTES.

SPONSORED BY BADGER CHEVROLET,
LAKE MILLS VETERINARY CLINIC &
TT'S TIMEOUT

SERVICE BY TOPEL'S TOWING
& REPAIR INC

Saturday, 2/3

REGISTER BY 7 AM;
ONLINE ONLY.
\$15 ENTRY INCLUDES
DRINK TICKET & CHANCE
AT HUGE CASH PRIZES!

ICE FISHEREE

SPONSORED BY
FOREST LANDSCAPING
& CONSTRUCTION

ICEBERG OPEN ICE GOLF

REGISTER FOR YOUR
TEE TIME ONLINE:
8:30, 10, 11:30 AM OR 1 PM.
\$20/PLAYER, TEAMS OF 4.
PRIZES FOR WINNERS AT
TT'S TIMEOUT AFTER PLAY.

SPONSORED BY
BANK OF LAKE MILLS

ROCK LAKE Ice Softball

BARTELS BEACH:
PLAY BEGINS AT 9 AM.
MAX OF 8 TEAMS;
\$20/PLAYER.
REGISTER ONLINE AS
A TEAM OR FREE AGENT!

SPONSORED BY
SUNSHINE BREWING CO.

THE ICE BAR

ON ROCK LAKE,
ENTER AT BARTELS BEACH:
10 AM TO 2 PM,
IF THERE'S LAKE ICE!
GRAB A LOCAL BEER OR
GLASS OF WINE!

SPONSORED BY
TYRANENA BREWING CO.

LIVE ICE CARVINGS

DOWNTOWN &
AROUND COMMONS PARK,
STARTING AT 9 AM.
25 TALENTED
CARVERS WILL CREATE
SCULPTURES LIVE
FOR YOU TO SEE,
USING CHISELS,
CHAINSAWS & MORE!

Chilly CHILI WARMUP

AMERICAN LEGION POST 67:
11 AM TO 2 PM
\$4 PER BOWL, CASH ONLY.
PROCEEDS BENEFIT
AREA VETERANS

SPONSORED BY
SONS OF THE
AMERICAN LEGION

ROYAL Coronation

TT'S TIMEOUT: 11 AM
HONORARY POEM READING
& CROWNING OF 2024
KNICKERBOCKER ROYALTY.
TOM BOYCKS & BARRY LUCE!

SPONSORED BY
AARON GENTHE
EDWARD JONES

BEER RELEASES

STOP BY OUR LOCAL
BREWRIES DOWNTOWN
TO TRY SUNSHINE'S
KNICKERBOCKER
WINTER ALE &
TYRANENA'S ICEHEDGE
BELGIAN-STYLE DUBBEL!

FAMILY GAMES

COMMONS PARK: 1 PM START
FREE TO PLAY! COMPETE IN A
SNOWBALL EATING CONTEST,
IDIDERDAD & FISH TOSS.
WINNERS BY AGE GROUP

SPONSORED BY
CRAWFISH JUNCTION &
LAKE MILLS REC DEPT

Optimists SKATE PARTY

COMMONS PARK:
11 AM TO 1 PM
FREE TO JOIN, CHILDREN
BRING SKATES OR BOOTS.
PRIZES & REFRESHMENTS

SPONSORED BY
LAKE MILLS OPTIMIST CLUB
& DOYLE'S DOGS

Knickerbocker ICE WINE RELEASE

LEWIS STATION: 12 - 8 PM
\$25 PER BOTTLE,
GET YOUR LIMITED BOTTLE
OF THIS 2024 RELEASE,
CABERNET FRANC ICEWINE!

FREE FAT TIRE Fun Ride

STARTS AT THE HUB: 12 PM
FREE TO PARTICIPATE,
REGISTER ONLINE!
HELMETS REQUIRED;
UNDER 18 MUST BE
ACCOMPANIED BY AN ADULT.

SPONSORED BY THE HUB



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www.SanftAccounting.com

Seeking Corporate Sponsors

2024 GUITARS N VETERANS

Live music, food & beverage

Food & beverage 5:30-8:30PM
Music 6-8PM

April 18 - Joey Halbur
May 16 - Nightinails
June 20 - Tapestry - the "Tap"
July 18 - Kielyn Kapugi
August 15 - Take Back The Sun Band
September 19 - 2 For the Road
October 17 - Big Al Dorn

Free concerts for Veterans,
Military Personnel & their Families

The Sunset Hill Farm
N4716 County Road G
Lake Mills, WI 53551

Opening More Doors Together: 608-571-5293

**6 MONTH CD
5.10% APY***

Let the gifts keep coming!



Greenwoods State Bank

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*Annual Percentage Yield accurate as of 12/29/23. \$2,000 minimum deposit to open and earn APY. Fees may reduce earnings. Penalty may be imposed for early withdrawal. 6 Month CD will automatically renew into a non-renewal 6 Month CD term. This is a limited time promotional offer and is subject to change at any time without notice. Personal accounts only. No institutional funds. Additional information is required for IRAs.

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Month to Month Contract

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2024

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608-516-1644



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Join us Thursday nights at 6 PM for Chess Night!

Happy Hour!
\$1 off beverages
Friday 4-6 PM

Weds 5-9
Thurs 5-9
Fri 4-9
Sat 11-9
Sun 11-7

KNICKERBOCKER **FESTIVAL**

SCAN TO REGISTER FOR ACTIVITIES!

More info inside!

February **2&3**
KNICKERBOCKERICEFEST.COM