

The Farmers Market kicked off on
Wednesday, May 1st!

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- Olivia Klubertanz, Senior Student Representative
- Braxton Walter, Junior Student Representative



Thank you to our Clean-Up Volunteers!

*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.

*Wisconsin Economic Development
Award Winners*

Each year Wisconsin Main Street hosts the Wisconsin Economic Development Awards. At these awards, businesses, organizations, and Main Street Programs are recognized for their accomplishments and award-worthy initiatives. This year, we are happy to announce that Lake Mills took home awards from the ceremony that took place in Green Bay, Wisconsin.



Pictured is Raina Severson, LLM Executive Director and Brooke Pfund, LLM Board Member

- Best Upper Floor Development: The Pharmacy Public House**
- Best Cooperative Business Initiative: "Love, Lake Mills" Newsletter**

Love, Lake Mills

Lake Mills Farmers Market

Legendary Lake Mills: A Chamber Main Street Program is happy to present the Lake Mills Farmers Market. Join us in the heart of downtown Lake Mills, in beautiful Commons Park, each Wednesday from 2:00PM through 6:00PM. The Lake Mills Farmers Market will run from Wednesday, May 1st through Wednesday, October 23rd. The 2024 Farmers Market season will feature LIVE entertainment and FREE child friendly activities at each market.

We proudly feature a wide variety of vendors who offer everything from locally grown produce, plants, crafts, food, and homemade treats. Everything sold at the market is handmade or home grown. Find the Information Booth at the market for any questions where our Market Manager, Savannah, will be happy to help you.

Thank you to our Major Farmers Market Sponsors Bank of Lake Mills, Greenwoods State Bank, Farmers and Merchants State Bank, Jensen, Plumbing, Heating, and Air, Sanft Accounting & Tax LLC, and Topel's Towing and Repair. This market could not happen without the support of our sponsors!

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



Join our mailing list for weekly newsletters that will share vendors attending, live entertainment, and free children activities:

- Facebook: Lake Mills Farmers Market
- Instagram: @lakemillsfarmersmarket



Town and Country Days

As a service to the community, Legendary Lake Mills: A Chamber Main Street Program coordinates the annual Town & Country Days Parade. From amazing local floats to upbeat live music, we take pride in putting together a community parade with something for every family member to enjoy! This year the Parade Marshals are "Volunteers of the Year" Terri and Brian Benisch. Thank you to Event Chair, Amy Lischer of Saga Environmental, for helping to organize this event. Thank you to our major parade sponsors: Bank of Lake Mills, Culvers of Lake Mills, and Greenwoods State Bank.

After the parade, enjoy a famous American Legion Post 67 slider, 4H cream puff, FFA pork sandwich, or a delicious lunch at one of our many downtown restaurants and vendors as you take in a day of shopping and carnival attractions. Do not forget the Beer Tent with live music organized by the Sons of the American Legion, and the Optimist Club Big Wheel races for kiddos!

Music Line-Up

Thursday, June 27th 7:00PM - 10:00PM: Floyd and Associates
 Friday, June 28th 7:30PM - 11:30PM: The Rotation
 Saturday, June 29th 2:30PM - 5:30PM: Sushi Cowboy
 Saturday, June 29th 7:30PM - 11:30PM: SuperTuesday
 Sunday, June 30th 1:00PM - 4:00PM: The Whiskeybelles



Community Member Spotlight

As you know, Legendary Lake Mills Volunteers care for the Downtown District Concrete Planters that can be found placed around the sidewalks. Did you know that **Vicki Wickliffe** has been caring for the City of Lake Mills Flower Beds that are scattered throughout Lake Mills for over 20 years? Vicki stated that she would walk by City Flower Beds and would find herself picking weeds as she wandered by. While visiting Montello, WI, she noticed City Flower Beds were taken care of by community groups and volunteers. Vicki brought this idea to the Parks Board, and took on the management of the Flower Bed Volunteers.

When the City Flower Bed Program began, there were 16 volunteers. This program has grown and they now have 32 volunteers, and 1 youth group, the Rock Lake Troopers 4H Club. There are 1 to 2 volunteers who take care of each flower bed, and those assigned to that bed determine what will be planted.



Welcome New Legendary Lake Mills Members

A membership to Legendary Lake Mills is an investment in the Lake Mills community, as well as a connection to other like minded and community-centered individuals. Thank you for your membership and commitment to Legendary Lake Mills. Join us in welcoming the following:



Artisan Graham Real Estate: Brandon Housley

Howell Building Care LLC

Jerzey Junction

Lake Country Flat Fee Real Estate Service: Andrea McHenry

Lake Milled Crafts

Legendary Cards LLC

Northwestern Mutual: Jessica Powers

Panoramic Financial Solutions

Sons of the American Legion: Lake Mills Chapter

Teddy Bear Preschool

The Quilter's Block

Watertown Regional Medical Center: Lake Mills

Hot Gossip:

- **The Rock Lake Activity Center is adding a new addition to their property!** If you enjoy exercising outside, this addition will certainly excite you.
- What is your favorite flavor of ice cream? Jerzey Junction located at 116 Sandy Beach Road had their soft opening earlier this month. **Give Jerzey Junction a follow on Facebook and stop in to get a scoop or flight of your favorite flavors!**
- **The Legendary Lake Mills Design Committee is working on a colorful installation within the Downtown District.** Keep your eyes peeled for more information to come.
- **The Lake Mills Farmers Market, organized by Legendary Lake Mills, got a facelift!** There is a new logo, new website, and adorable merchandise for purchase. Check out the merchandise in Commons Park during the regularly scheduled Farmers Market time.

Legendary Lake Mills Facade Grants Awarded

Legendary Lake Mills is pleased to have awarded two facade grants to our Legendary Lake Mills Members. Our Facade Grant Program is spearheaded by the Design Committee who focuses on community betterment and beautification. The program offers our members up to \$5,000 in matching funds to make improvements to their property. Dan Zempel State Farm Insurance (120 S Main Street) and The Rock Lake Activity Center (229 Fremont Street) were both awarded grants.

Dan Zempel was awarded \$5,000 to implement new windows, lighting, and doors.

The Rock Lake Activity Center was awarded \$1,300 to improve and refresh landscaping.



Legendary Lake Mills Needs Your Help

An organization like Legendary Lake Mills needs YOUR support. We are a non-profit, and must raise funds to bring you community events that you know and love, implement betterment projects such as Legendary Lane, and bring more charm to our beautiful downtown. We could not accomplish all that we do without the donations provided by our lovely community members. When you support Legendary Lake Mills, YOU help to fund grants to local business owners, plan and publicize community festivals and events, provide information and outreach services to residents and businesses and promote Lake Mills as the AMAZING destination that it is!



Consider donating to the Legendary Lake Mills Planter Program. This donation goes towards the flowers that are planted in concrete planters scattered about our Downtown District. Donations to the Planter Program can be mailed to 200E Water Street, Lake Mills, WI. Make checks payable to Legendary Lake Mills, with memo "Planter Program Donation".

Consider becoming a Friend of Legendary Lake Mills. You can donate an amount of your choosing to be paid monthly, or make a one time donation! These donations go towards events, betterment projects, art installations, and grants awarded to our local businesses. Become a Friend of LLM by following the QR Below:

- facebook.com/legendarylakemills
- instagram.com/legendarylakemills
- tiktok.com/legendarylakemills



Director's Dish

Greetings! My name is Raina Severson and I was fortunate enough to grow up in Lake Mills, WI! I think the majority would agree that Lake Mills is a special place, with a charm that is unmatched. My passion is to support the community members and business owners, which is why I am honored to serve as the Executive Director of Legendary Lake Mills: A Chamber Main Street Organization.



Raina's Recommendations

Take a class at The Quilter's Block located at 109 N Main Street. Not only is The Quilter's Block a great place to shop for patterns and fabrics for quilting, but if you are interested in taking on a new hobby, owner Cory, teaches classes to help get you started! He is a wonderful teacher, and a ton of fun!

Play 9 or 18 holes at the Lake Mills Golf Club located at 800 S Main Street. We are lucky to have such a tee-rific golf course in our community. The course is well-groomed and cared for. It is a perfect way to spend some time outdoors! We enjoy hosting our Annual Legendary Lake Mills Golf Outing at the club each year.



Grab lunch at Doyle's Dogs Stand located at 337 E Lake Street, which now is officially open for the season. Order an Italian Beef, wet, with spicy giardiniera. They also offer a plant-based Italian Beef option!

Follow the City of Lake Mills Fire Department on Facebook. Their page has important updates for Lake Mills Community Members, fun and interactive posts, and shout outs to our local firefighters. Make sure to give them a "like" and show support to our hardworking Fire Department.

Stop into **Present Not Perfect** located at 123 1/2 N Main Street. They make sensory kits for kids that teach early emotional literacy skills, support mental health, and empower the next generation of mindful, creative, and resilient kids. While there grab an Americano from the new Coffee Shop.



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Thank you Debbie for all you do!

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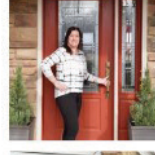
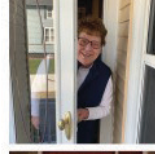
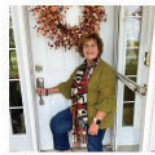
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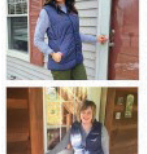
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