

Photo taken by Co-Owner of
Pyramid Event Venue, Eli Wedel.

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The ladies of NGSF Law Office enjoying the
Lake Mills Annual Golf Outing.



Gemütlichkeit Days Float

Sign-up to Receive Texts from
Legendary Lake Mills

Legendary Lake Mills has been hard at work coming up with new and fun ways to further connect with the Lake Mills Community. We have launched an opt-in-text marketing initiative with EZ Texting. For the pilot program, we are accepting a capped number of contacts to receive texts from Legendary Lake Mills. These texts will contain information such as: weekend events, new business introductions, community updates, and more.

To sign up, either follow the QR Code below or sign up via the link on our Lake Mills Chamber Main Street Facebook Page.



Facebook: Lake Mills Chamber Main Street

Instagram: @llmchambermainst

Legendary Lake Mills
Events

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

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 12/7/24

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

Thank You, Lake Mills!

Thank you to all who attended the Town and Country Days Festival. The American Legion organizes the rides, the Sons of the American Legion organizes the Beer Tent and entertainment, and we at Legendary Lake Mills organize the Town and Country Days Parade. It brings us so much joy to see the community come together and celebrate our local businesses, organizations, and parade entertainment.

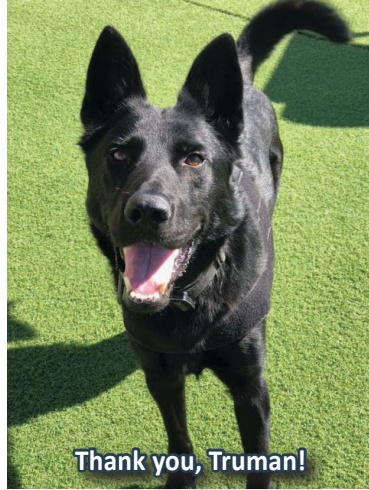
A huge shout out to our Major Event Sponsors **Bank of Lake Mills, Culvers, and Greenwoods State Bank.** Additionally, thank you to **Amy Litscher** who chairs this event. Her love for parades is evident. Save the date for the 2025 festival, which will be occurring from Thursday, June 26th through Sunday, June 29th



Truman has Retired

The Lake Mills Police Department (LMPD) K9 Truman served with LMPD from October 2019 through June 2024. Truman was a “dual purpose” K9, meaning that he was trained in drug detection and criminal apprehension/tracking. K9 Truman was also a crowd favorite at any community event he attended.

Truman is now living in Florida with his first LMPD handler Terry (TJ) Adams. He has retired from the police service and is living his best life as a family dog. LMPD Police Chief Steve Schroeder envisions that his days consist of lengthy naps, exercise, and lots of belly rubs because he is such a good boy. Thank you, Truman.



Thank you, Truman!

Community Member Spotlight

Have you seen a man with perfectly quaffed hair around Lake Mills? That would be Stanley Bond. Stan is a Lake Mills Local who does something special to celebrate businesses and individuals whom he respects for their accomplishments and kindness. Starting in 2020 Stan has been surprising deserving folks with a “Stanley Award”. Shout out to Stan for this feel-good idea, and for spreading happiness throughout our community. **Follow StanleyAward on Instagram for a full list of Stanley Awards Recipients.**



The Grist Bar and Table.

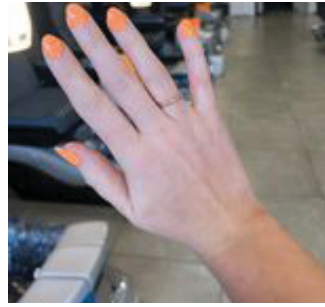
Recent Lake Mills Award Winners Include:

- Leann Lehner:** Author of “Twelve Days of Halloween”
- Kim Gee:** Happy, Vibrant, and Positive Attitude
- Mindy Wildman:** Strong, Independent, and Free Spirit
- Evie Draeger:** Bowling League Coordinator
- Patricia Cicero:** Dedicated Career in Water Resource Management
- Marty Bollig:** Lake Mills EMS Emergency Medical Technician
- Pyramid Event Venue:** Great Venue with Live Entertainment
- Cafe on the Park:** Little Cafe with Big Heart
- Grist Bar in Table:** Favorite Dinner & Best Old Fashioned

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 business individuals. Thank you for your membership and commitment to Legendary Lake Mills. Join us in welcoming the following:

- Breathe Salt and Sauna**
480 Village Walk Ln, Johnson Creek
- Coffee Van Go**
375 W Tyranena Park Rd, Lake Mills
- Lake Mills Lawn and Snow**
Lake Mills
- Maguist Beauty & Lifestyle**
102 Water Street, Lake Mills
- Sparkle Nails**
146 E Tyranena Park Rd, Lake Mills



Hot Gossip:

- The plan for the Sandy Beach Restaurant went to the City Council on Thursday, July 16th. Watch the City Council meeting found at www.ci.lake-mills.wi.us for more information.
- The Legendary Lake Mills Wine Walk will be occurring on Friday, November 22nd. Tickets go on sale Wednesday, October 16th at 12:00 PM. Save the date, because these tickets sell out fast.
- The Rec Department has moved buildings. They are now located in the lower level of the Lake Mills High School across from the lower gym. In this office, you will find Brooke Pfund, Recreation Supervisor, and Carmen Weldon, Director of Community Education.
- There is a new dog spa located on West Lake Street. Here they offer grooming, ear cleaning, nail trimming, charcoal baths, sugar scrubs, and pops of color! Check it out. Your furry friend will thank you.



A design for ZoZo's Sandy Beach Restaurant.

Legendary Lake Mills Accomplishments

Since merging the Lake Mills Chamber of Commerce Program and the Lake Mills Main Street Program into Legendary Lake Mills, we have seen substantial growth and increased community investment. In 2023 we hosted 19 events with over 15,000 attendees, 2,540 volunteer hours valued at \$76,124, and used \$23,450 worth of resources from Wisconsin Economic Development (which is almost twice the state average.) In 2024, we expect to see these numbers rise even more. Here are some accomplishments we are proud of so far in 2024:

- Organized the Knickerbocker Ice Festival, Lake Mills Farmers Market, Annual Golf Outing, Town and Country Days Parade, and Cash Raffle.
- Supported 15 businesses and organizations with grants via Letters of Support.
- Awarded 3 Facade Grants to Dan Zampel State Farm Insurance, Patrick's Arcade Bar, and Rock Lake Activity Center.
- Installed Historic Plaques at 11 Downtown District Buildings, and an Art Installation is in the works.



Fall Festival of Color

Save the date for the Legendary Lake Mills Fall Festival of Color occurring on Sunday, October 8th. Each year we fill Commons Park with over 150 vendors selling crafts, produce, fall flowers, season decor, and more. The Fall Festival is a perfect way to kick off the Fall season.



There is something for the whole family at the Fall Festival of Color. There is live music, free balloon animals, free pumpkin decorating with the Junior Optimist Club, a petting zoo provided by the 4H Club, and more.

Thank you to our Major Event Sponsors **Jerzey Junction** and the **Bank of Lake Mills**. Thank you to our entertainment Sponsors: **Greenwoods State Bank** and **Lewis Station Winery and Kitchen**. Thank you also to our Event Chair **Susie Wares** who organizes this event every year. The passion she has for this festival shines! The Fall Festival of Color is the quintessential small-town charming event. Join us in the heart of our Downtown District, Commons Park, for a day of fall fun.

- 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

Play Pickleball at the newly renovated Rotary Park Pickleball Courts. This was a **Lake Mills Rotary Club** Project. This was funded by the Lake Mills Rotary Club and the **Lake Mills Area Community Foundation**.

Order an Iced Campfire Mocha at Coffee Van Go. Located within the **Lake Mills Market**, you can find Lisa serving up delicious coffee and other tasty drinks, with care. The Iced Campfire Mocha is sure to wake you up and make you smile.



Relax and rejuvenate at Optimal Stretch Recovery. Located at 807 Elm Street, Optimal Stretch and Recovery offers personalized assisted stretching sessions to promote flexibility, mobility, and relaxation. While there, relax in a salt sauna or take a cold plunge!

Enjoy all that Rock Lake has to offer. Whether it is a swim at the beach, fishing, paddling on a kayak, or a relaxing boat cruise, we are so lucky to have a beautiful and clean lake right here in Lake Mills. **Did you know that you can rent kayaks at Sandy Beach?**

Attend the Re/Max Community Realty City-Wide Garage Sale occurring throughout Lake Mills on September 27th and 28th. Garage sales are so fun! Shop for treasures, and necessities, all for a bargain!

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