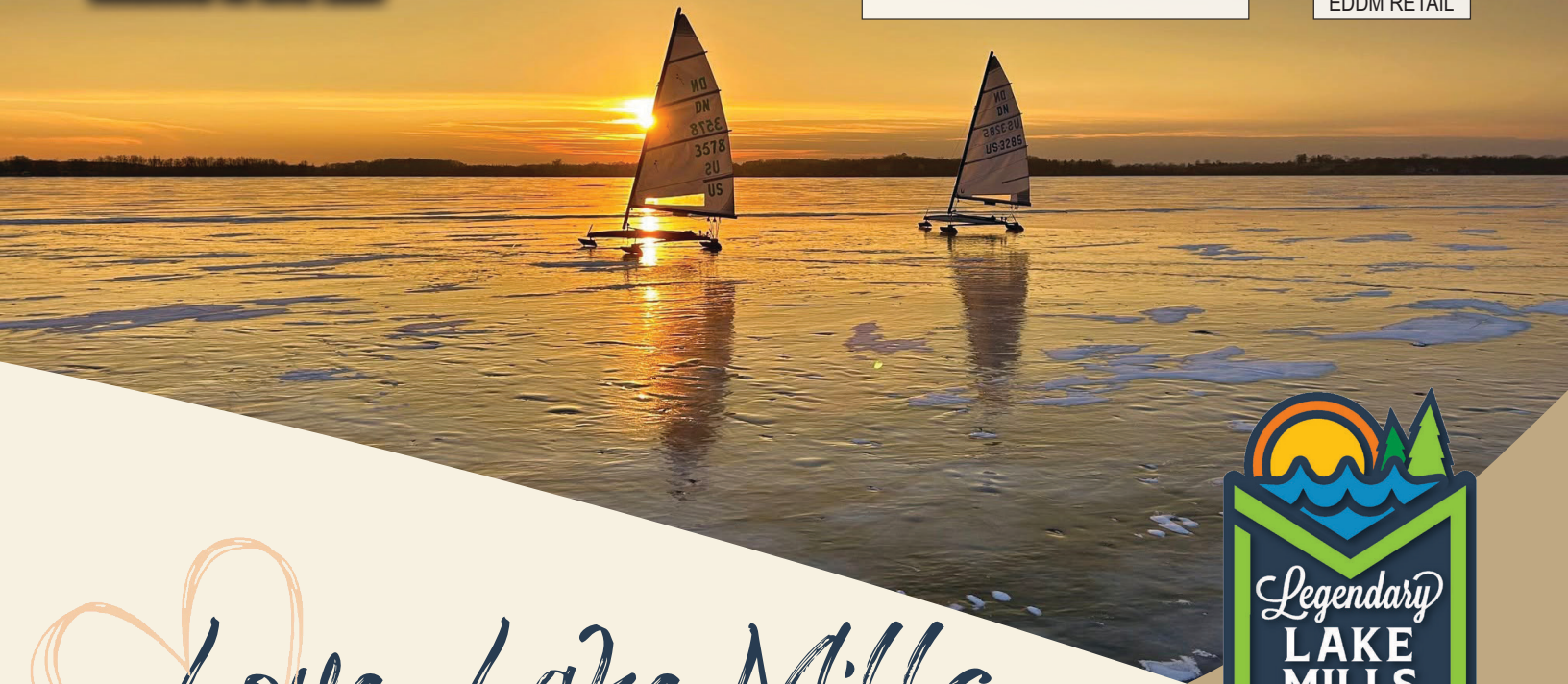


Ice Boats taking advantage of perfect ice sailing conditions on Rock Lake!

*****ECRWSS****
Local Postal Customer

PRSR STD
ECRWSS
U.S. POSTAGE
PAID
EDDM RETAIL



Love, Lake Mills

Knickerbocker Ice Festival

The Knickerbocker Ice Festival will be occurring Friday, January 31st and Saturday, February 1st. The Knickerbocker Ice Festival is a community event named after a company that harvested ice from Rock Lake in the early 1900's. The Icehouse may be long gone, but each February, Legendary Lake Mills hosts a weekend full of indoor and outdoor events to connect Lake Mills with that icy past. Inside this newsletter you will find additional information on each Knickerbocker Ice Festival Event! Look closely...there are some new events this year!

Looking for a way to fuel up for the Knickerbocker Ice Festival fun? The Lake Mills Cub Scout Pack 136 is hosting a Pancake Breakfast at the Lake Mills Moravian Church on Saturday, February 1st from 7:00am through 10:00am stop down for this breakfast fundraiser. The Cub Scouts will be serving up pancakes, eggs, sausage, coffee, and juice for \$5 per person.

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



Legendary Lake Mills Events

- Knickerbocker Ice Festival 1/31 & 02/01
- Lake Mills Farmers Market Wednesdays 5/7 through 9/24
- Lake Mills Golf Outing 06/26
- Town and County Days Parade 06/28
- Legendary Lake Mills Cash Raffle 8/11
- Fall Festival of Color 10/5
- Witches Night Out 10/29
- Lake Mills Wine Walk TBD
- Small Business Saturday 11/29
- Annual Christmas Tree Lighting 12/5
- Lake Mills Winter Market 12/6

BOARD OF DIRECTORS

PRESIDENT
Melissa Draeger, Drehm Insurance

VICE PRESIDENT
Kali Garman, Chapter 2 Inc

TREASURER
OPEN

SECRETARY
Jenn Christian, Glen Oaks Insurance

BOARD OF DIRECTORS

- Andrew Barnes, AKT Consulting
- Cory Nelson, Community Member
- Dan McCabe, Bank of Lake Mills
- Dan Sanft, Sanft Accounting and Tax LLC
- Kyler Kabat, Farmers and Merchants State Bank
- Nicki Kelly, Farmers and Merchants State Bank
- Rebecca Moralez, Crawfish Junction & Parlor Collective
- Tammy Cooper, Greenwoods State Bank

LEGENDARY LAKE MILLS STAFF

- Raina Severson, Executive Director
- Mallory Topel, Program Assistant
- Savannah Forbeck, Market Manager

EX-OFFICIO BOARD MEMBERS

- Drake Daily, Lake Mills City Manager
- Eric Schreiner, Facilities and Grounds Director
- Leisa Kerler, City Council President
- Steve Schroeder, Lake Mills Police Chief
- Tonya Olson, LMASD Superintendent

STUDENT BOARD MEMBERS

- Braxton Walter, LMASD Senior Board Member
- Violet Thompson, LMASD Junior Board Member

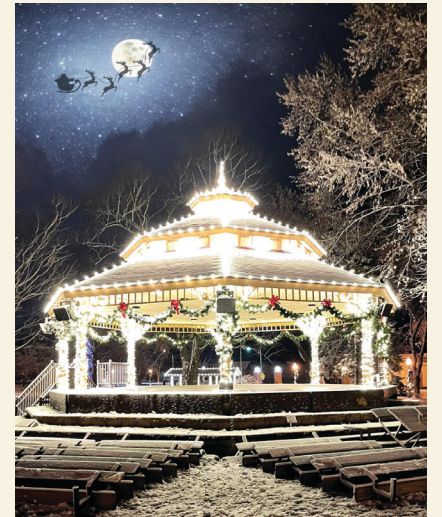
Welcome 2025 Board of Directors

First, please join Legendary Lake Mills in welcoming the 2025 Board of Directors. New Members of the Board of Directors include **Nicki Kelly of Farmers and Merchants State Bank**, and **Tammy Cooper of Greenwoods State Bank**. The leadership of Legendary Lake Mills is comprised of representatives from local businesses and independent community members. We are your friends, neighbors and family. Together with our membership and volunteers, as our mission states, we strive to make Lake Mills a better place to do business, to work, to live and to visit!

Thank You, Lake Mills!

Thank you to all who attended the Lake Mills Wine Walk, Annual Christmas Tree Lighting, and Lake Mills Winter Market. As you know, Legendary Lake Mills works hard organizing and planning many Lake Mills Community Events. Each year we try to build upon these events, and hope that they bring joy to our community!

These events could not have happened without the help of our Legendary Lake Mills Event Chairs, Event Committees, and Sponsors. If you are interested in joining an Event Committee or learning more about sponsorship opportunities, please email, Raina@LegendaryLakeMills.com.



Love, Lake Mills



2024 YEAR IN REVIEW



★ Gold Tier
Wisconsin Main Street
Community

Legendary Lake Mills: A Chamber Main Street Org 920.648.3585 www.LegendaryLakeMills.com



10 COMMUNITY EVENTS & WEEKLY FARMERS AND ARTISAN MARKET
20,000+ ATTRACTED ATTENDEES

2 CLEAN-UP EVENTS
2 NETWORKING EVENTS



OUR GROWING NETWORKING



7,900+ Facebook Followers
6,900+ Facebook Likes



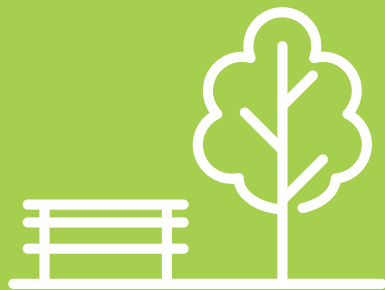
2,151

VOLUNTEER HOURS

EQUIVALENT TO \$70,000+

LM FAST FACTS

- 6.6k LM Population
- 364 Businesses in Lake Mills
- 3.6k Employed in Lake Mills
- 678k Visitors to LM
- 145k Unique Visitors to LM
- 10% Increase in Visitors from Y2023
- 53k Unique Summer Season Visits
- 68k Median Household Income



MAJOR ACCOMPLISHMENTS

FIRST ROUND OF HISTORIC PLAQUES INSTALLED
AWARDED 4 FACADE GRANTS TO LLM MEMBERS
IMPLEMENTED LLM TEXT MESSAGE MARKETING
FOUR "LOVE, LAKE MILLS" NEWSLETTERS MAILED
AWARDED GOLD TIER MAIN STREET STATUS
ASSISTED 38 GRANTS WITH LETTERS OF SUPPORT
WON WI ECONOMIC DEVELOPMENT MARKETING AWARD

RECOGNITIONS & AWARDS

VOLUNTEERS OF THE YEAR

Brooke Pfund & Terry Streich

NEW MEMBER OF THE YEAR

Jerzey Junction

SHINING START NON-PROFIT

Sons of the American Legion Post 67

NEW BUSINESS VENTURE

The Quilters Block LLC

BUSINESS OF THE YEAR

Chapter 2 Incorporated



\$40,000 + WORTH OF FREE TRAINING THROUGH WEDC

22 BUSINESSES ASSISTED VIA WI MAIN STREET SERVICES

TRANSFORMING LAKE MILLS



LLM underwent a **Transformational Strategy**. Using information gathered from survey, focus groups, and data, we adjusted our goals to align with community needs and wants.



LLM helped to organize **4 Ribbon Cuttings**. Ribbon Cuttings were hosted at Jerzey Junction, Lake Mills Community Recreation Department, Maguist Beauty, and downtown for a Historic Plaque Design Committee Project.



LLM Invested over **\$11,000** in Legendary Lake Mills Member Facade Grants. Awarded to Dan Zempel State Farm Insurance, Patrick's Arcade Bar, Present Not Perfect, and RLAC. Additionally, LLM Invested over **\$8,000** in Community Projects.

LLM REINVESTMENT STATS 2024

- 4 Properties Improved with LLM Grants
- 3 Planned Projects
- 2 Community Projects
- 4 Newsletters Mailed

ANNUAL EVENTS

- WEEKLY LAKE MILLS FARMERS MARKET
- ANNUAL GOLF OUTING
- TOWN AND COUNTRY DAYS PARADE
- LAKE MILLS CASH RAFFLE
- FALL FESTIVAL OF COLOR
- WITCHES NIGHT OUT
- LAKE MILLS WINE WALK
- ANNUAL TREE LIGHTING
- LAKE MILLS WINTER MARKET
- KNICKERBOCKER ICE FESTIVAL

OUR MISSION IS TO MAKE LAKE MILLS A BETTER PLACE TO DO BUSINESS, TO WORK, TO LIVE, AND VISIT.



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.

