

Good

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— AREA CHAMBER of COMMERCE —

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SUMMER Guide East Troy 2016

The official manual
for fun in the sun

What's playing

See a show at Alpine Valley Music Theatre

Alpine Valley Music Theatre, one of the largest outdoor amphitheatres in the country, gives fans the chance to see star-studded bands while surrounded by its signature hills.

The sprawling outdoor space combined with its parking lot party atmosphere make the concert experience consistently ranked one of the nation's best.

Zac Brown Band will bring its "Black Out the Sun" tour to East Troy on June 25 and 26 with opening act Drake White & the Big Fire. Dave Matthews Band will be back at the local amphitheater on Friday, July 1 and Saturday, July 2, as part of the DMB Summer Tour.

• See **SUMMER GUIDE** on page 3

Farmers Market launches exciting eighth season

The East Troy Farmers Market will launch its exciting eighth season on Friday, May 20 at East Troy Village Square Park, 2881 Main St.

The market will continue on Fridays through Oct. 7. New hours of operation are 2 to 6 p.m.

The market will feature vendors selling homegrown and local produce, specialty items, meats, honey, cheese, flowers, crafts and

more. The event will also include live music and various activities. For a complete lineup, visit easttroy.org.

Vendors are still being accepted. The regular rental rate is \$15 per week or \$60 per quarter.

For more information, call (262) 642-3770 or email vanessa@easttroy.org.

Meet the Vendors - page 2

First Fridays coming to East Troy

There is now an extra incentive to spend Friday nights in East Troy with the debut of this year's First Fridays events, May-December, 4-7 p.m. in downtown East Troy.

"First Fridays are an exciting way to celebrate everything our town has to offer and reconnect locals with the businesses we have here," said Vanessa Lenz, East Troy Area Chamber of Commerce Executive Director. "Participating business owners will offer specials, coupons, demonstrations, featured menu items and more."

Connect Communities, an East Troy organization that works to drive downtown revitalization, is partnering with the East Troy Area Chamber of Commerce to host the

2016 First Fridays Schedule

JUNE 3- MILWAUKEE BALLET DAY

Join us for a fun way to keep moving this summer, including an interactive dance workshop and performance by the Milwaukee Ballet dancers.

JULY 1- THE BIG PICNIC

Celebrate the United States of America's birthday early and the Dave Matthews Band concert with a community-wide picnic at East Troy Village Square Park.

AUG. 5- MARKET TOTABLE DEMO

• See **SCHEDULE** on page 2



LISA HEIDELMEIER Good Neighbors

Jordan Scheel of the East Troy FFA serves up mouthwatering, buttery sweet corn at the East Troy Area Chamber of Commerce's Corn & Brat Roast and Community-wide Rummage Sale. The now four-day event will return on Memorial Day weekend, May 27-30, and will also feature East Troy's first ever Brewfest on Sunday, May 29 from 3 to 6 p.m. See details on page 4.

Love Monkeys at Cycling Classic

The largest competitive cycling event in the United States, the Tour of America's Dairyland, will make its fifth stop in East Troy on Friday, June 17.

The East Troy Cycling Classic begins at 10:45 a.m. with nearly nine hours of high-energy professional cycling around the East Troy Village Square and nearby streets.

The Brewers Famous Racing Sausages will be back from 4-5 p.m. and East Troy's 2nd annual Slow Ride Bike Race will be at 5:40 p.m. The popular Tour de Square Kids Fun Races will begin at 6 p.m.

A new beer tent will feature music by the Love Monkeys from 7:45 p.m. to 10:45 p.m.

The event will also feature the East Troy Farmers Market, an ESPN radio broadcast and local vendors offering a variety of food items and beer, soda and water. Many surrounding businesses get in on the action with race day specials and bike themed items.

East Troy will be the first stop on the 11-day tour, which concludes in Wauwatosa on June 26.

The East Troy race start and finish will be on the east side of the square (2096 Church St.). The cyclists will ride laps around the half-mile course between 10:45



SUBMITTED PHOTO Good Neighbors

Above: The Love Monkeys will perform in a beer tent at East Troy Village Square Park following the Cycling Classic Friday, June 17 from 7:45 to 10:45 p.m. Right: Jamie Rohrer won best costume during East Troy's Slow Ride Bike Race. The event will return at 5:40 p.m. Sign up at easttroy.org.



VANESSA LENZ Good Neighbors

• See **CYCLING** on page 3

• See **FRIDAYS** on page 2