

Good NEIGHBORS

A Publication of the East Troy Area Chamber of Commerce

EASTTROY.ORG

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Home away from home

Camp Kettlewood provides perfectly socially distanced getaway

By Vanessa Lenz
EXECUTIVE DIRECTOR
EAST TROY CHAMBER

Many who have had their summer travel plans sidelined by the COVID-19 pandemic are embracing a more traditional getaway: camping.

While Camp Kettlewood, East Troy's newest camp, was well into the works before Americans headed to campsites in high numbers as a way to socially distance while on vacation, it naturally provides the ideal space to safely enjoy the outdoors.

The campground, located on the former Oakwood Knoll Girl Scout Camp, is set on 80 acres at W3524 State Road 20 with each campsite itself set on at least 1 acre of land – providing the perfect socially distanced getaway.

"When the pandemic really hit this spring, we were already deep into plans for opening in the summer ... sort of a 'no



Camp Kettlewood owners Simona & Jeremy Ebner said they knew the former Girl Scouts campground was special when they bought it. "So, when we decided to turn this campground into...well...a campground, we wanted to respect that rich history and honor it in a new way," they said.

PHOTO SUBMITTED Good Neighbors

turning back now' situation. But we really didn't know what to expect this first summer open with everything going on," said owners Simona and Jeremy Ebner.

The Ebners said the campground was designed for people who want to camp in comfort and style and also have plenty of space to stretch out.

"We want people to be immediately surrounded by nature, not by super close neighboring campers," Simona said. "The main goal of our premium campsites (the group tent site and the vintage trailers) is to take the hassle out of camping. There's no set up or tear down – you just show up and start relaxing!"

The start

Jeremy and Simona Ebner were living in Milwaukee for six years before they decided it was time for a change.

"We wanted to spread out and look for some land with some acreage. We were simultaneously looking for an income property/ side project to earn some additional income – we were thinking

See **CAMP KETTLEWOOD**, Page 2



Camp Kettlewood campers can choose from two vintage trailers – a retro, teal 1957 Holly or a shiny 1977 Airstream with a cabin-like ambiance or from two tent sites – a group site, equipped with platform tents and canvas overlays, or the rustic grass site where you can pitch your own tent.

PHOTOS SUBMITTED Good Neighbors



Control the lights. Watch the show. Make the magic!

Tourism Grant to help light up the square

This December, East Troy will launch East Troy Lights – a community-built interactive light show, with help from a \$19,225 Joint Effort Marketing (JEM) Grant from the Wisconsin Department of Tourism.

The light display is scheduled to kick off Dec. 5, 2020 in conjunction with the 112-year-old East Troy Electric Railroad Santa Parade Train and East Troy's annual Christmas Tree lighting and run through Dec. 31.

"East Troy Lights shows how a community can creatively attract new visitors during the winter," said Tourism Secretary-designee Sara Meaney. "We're happy to support the East

See **EAST TROY LIGHTS**, Page 2

Autumn Adventure List

10 ways to still enjoy East Troy this season

As the summer months melt away, the countdown begins for the love of all things fall.

From fun family traditions to new ways to take in the beauty of fall foliage colors, East Troy still offers the best ways to make most of autumn and enjoy all that comes with it.

1. TAKE A TROLLEY TRIP

Take in the changing leaves aboard the East Troy Electric Railroad, Wisconsin's last original electric line.

Passengers can pick up the train at the East Troy Depot, 2002 Church St., on the hour, between 9 a.m. and 3 p.m. Saturday and Sunday.

Social distancing signage will allow for safer boarding. All the volunteers at the railroad will be wearing masks and the railroad will require that its visitors wear masks while riding its trains. Masks will also be for sale at East Troy Depot.

See **ADVENTURE LIST**, Page 3

East Troy Lights

Dec 5 - Dec. 31



**Control the lights.
Watch the show.
Make the magic!**

easttroylights.com

The lowdown

East Troy Lights is an interactive holiday light show taking place throughout the month of December with help from a \$19,225 Joint Effort Marketing (JEM) Grant from the Wisconsin Department of Tourism.

Not only can you watch the shows - on the hour, every hour - but, with the help of a mobile phone, you'll be able to try your hand at making your own light show.

Oh, and we also have a Light Show Simulator for kids (or adults) to try making their own light show scripts for the East Troy Square.

Although the show begins Dec. 5, you can get involved now! We need your help. Your time. Your energy. Your donations. Your hands. Your eyes ... to help design, hang & build decorations/ displays.

Get info at www.easttroylights.com.

•East Troy lights

(Continued from front page)

Troy Area Chamber of Commerce in their efforts to give people a unique experience in beautiful, historic downtown East Troy this holiday season."

The foundation of East Troy Lights is collaboration. Several area businesses and organizations, along with volunteers and donors, are working together to create this unique event to draw visitors to the area when it is safe to do so.

The event is estimated to draw more than 15,000 local, day-trip and overnight visitors and upwards of \$700,000 in spending. Grant funds will be used toward radio, digital, print advertising and public relations to create awareness and draw visitors.

"We're thrilled for the opportunity the JEM grant provides," said Vanessa Lenz, Executive Director, East Troy Area Chamber of Commerce. "East Troy Lights will draw visitors from throughout Walworth County and beyond. The lighting technology allows people to use their phones and participate in the light show itself. The event will offer a great boost for our community and our businesses as we close out what has been a challenging year."

In fiscal year 2020, the Department funded 52 JEM projects, awarding \$1,154,904 million statewide, with estimated visitor expenditures driven by the marketing from these projects at \$206 million.

Tourism is an important pillar of Wisconsin's economy and the industry saw its biggest year in at least a decade in 2019. Over 113.2 million visits statewide generated an estimated \$22.2 billion, including \$1.6 billion in state and local tax revenue.

Visitor spending in Walworth County alone increased to \$584.5 million supporting more than 7,000 jobs, creating \$69.4 million in state and local taxes and generating a total impact of \$784.9 million in sales for businesses in the county.



East Troy Lights is an interactive holiday light show taking place throughout the month of December with help from a \$19,225 Joint Effort Marketing (JEM) Grant from the Wisconsin Department of Tourism. Not only can you watch the shows - on the hour, every hour - but, with the help of a mobile phone, you'll be able to try your hand at making your own light show.

JAMIE ROHRER Good Neighbors

•Camp Kettlewood

(Continued from front page)

maybe a duplex or apartment building to rent out somewhere," Jeremy said.

One day, when she was travelling to work in Whitewater, Simona saw the for-sale sign on the old Girl Scout Camp.

"We toured the property, saw that there were some existing campsites still on the property, and thought - instead of renting out a duplex or something, we could just fix up the camp and turn it into a private campground," she said.

The Ebners also renovated the original lodge (Girl Scout club house/ mess hall) into their home and now live directly on the property.

A renewed embrace of camping

With camping being one of the few ways to enjoy leisure time without much COVID-19 related concern, Camp Kettlewood has seen camping reservations soar this summer.

"We really have the ideal set up for those seeking privacy and comfort. And in fact, we only have a handful of bookings left for each site," said Simona. "Every weekend has been sold out! The number of bookings we received this year definitely exceeded our expectations."

Camp Kettlewood made a few adjustments to its original plans to institute physical distancing measures and account for COVID-19 precautions.

For example, the camp features a separate bathroom for each campsite, so there's no sharing with other guests. The doors are even labeled with the campsite name.

"This has been the number one thing that people have been thrilled about," Simona said.

"We also carefully sanitize the insides of each trailer/ canvas tent/ bathroom after each guest checks out.

camp vibes

Camp Kettlewood's mission is to take the hassle out of camping. Nearly everything is provided for guests staying at Camp Kettlewood, besides food and drink.

Vintage trailers and platform tents are ready for campers so they can enjoy nature immediately upon arrival.

The rustic site, which is a BYO tent site, is for a more traditional camping experience, but with more privacy than you'd get at a commercial campground.

"We really encourage connecting with nature and relaxing while you're here," Jeremy said.

"We don't have WIFI or TVs anywhere and we don't have a beach or waterslides or anything like that. Camp Kettlewood is for those who enjoy and appreciate peace and quiet."

Camp Kettlewood favs

Camp Kettlewood is surrounded by old growth forest, shaded nature trails and protected wetland, providing so many reasons to love the land. Here are the owners' favorites...

"I enjoy paddle boarding in the wetlands!" said Simona. "It's very relaxing to watch the cranes and other wildlife who live near the water. It's a very meditative experience."

See CAMP KETTLEWOOD, Page 5

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•Adventure list

(Continued from front page)

Fares are \$15 for adults, \$12.50 for seniors and \$9.50 for youth 3-14. Children younger than 2 ride for free.

For up-to-date schedule information, call (262) 642-3263 or visit easttroyrr.org.

2. GO APPLE PICKING

Whether you're continuing a family tradition or starting a new one this fall, The Elegant Farmer will offer a family fun farm experience with the return of its annual Autumn Harvest Festival weekends Sept. 12 through Oct. 25 from 10 a.m.-5 p.m.

Masks and social distancing practices will be in effect.

Twelve varieties of apples can be picked right from the tree on the farm's orchard and pumpkins of all shapes and sizes selected from the patch.

Enjoy beautiful fall colors aboard a tractor-pulled hayride, pony rides or vintage trolley ride. The East Troy Electric Railroad's turn-of-the-century train makes a stop at The Elegant Farmer Depot.

The Elegant Farmer will also offer a 5-acre family-friendly farm scene corn maze with easy in and out access for all ages.

Adding to the fun, the event features



A scenic ride on the East Troy Electric Railroad, one of East Troy's most famous attractions, is the perfect way to get the full effect of fall's reds, oranges and yellows. The railroad has taken time to develop new operating procedures in compliance with industry practices. All volunteers will be wearing masks and all guests over 2 years old will be required to wear them.

TOM FLEMING Good Neighbors

make-your-own caramel apples along with barbecue pulled pork sandwiches, warm cider donuts, homemade chili and more.

The Elegant Farmer, 1545 Main St. (County Roads ES and J), is open from 8 a.m. to 6 p.m. daily. Orchard hours are 10 a.m. to 5 p.m. For more information, call (262) 363-6771 or visit www.elegantfarmer.com.

3. FIND THRILLS AND CHILLS

Now in its fifth year, East Troy's Walk of Terror will be back this fall in conjunction with the East Troy Lions Club's ETBT Fall Fest.

The elaborate haunted house will offer experiences for both adults and children and organizers promise that this year's event will be bigger and better than ever.

The spine-chilling haunted house will run from 6:30 to 11 p.m. Oct. 9, 10, 16, 17, 23, 24, 30 & 31. Admission is \$15.

Organizers are currently looking for volunteers. To get involved, email walkofterror@yahoo.com. For more information, visit thewalkofterror.com.

4. ENJOY THE FALL ETBT

The East Troy Lions Club will host ETBT Fall Fest in conjunction with Walk of Terror, from 7 to 11 p.m. for two weekends in October, at Rossmiller Park (Amusement Park), 3072 Graydon Ave., East Troy. The schedule will feature:

- Friday, Oct. 9: Live music by Bella Cain, 6 p.m.; Food & Beer Stand, 5 p.m.

- Saturday, Oct. 10: Car & Bike Show, 9 a.m. to 3 p.m.; Mount Olive, 4 p.m.; Food & Beer Stand, 10 a.m.

- Friday, Oct. 16: Rebel Grace, 6 p.m.; Food & Beer Stand, 5 p.m.

- Saturday, Oct. 17: The N.O.W., 6 p.m.; Food & Beer Stand, 5 p.m.

The event will be held rain or shine under a heated tent.

5. TOAST TO OKTOBERFEST

East Troy Brewery, 2905 Main St., will celebrate Oktoberfest with special beer releases beginning in September. For details, visit etbrew.com.

The locally-owned brewery, which opened in a remodeled historic bank building dating back to 1892, features exclusive taps, an outdoor patio, fireplace lounge, open kitchen, indoor seating for 200 and Taproom on the

See ADVENTURE LIST, Page 6



Fall's bounty

The Elegant Farmer's Harvest Festival will continue to provide the ultimate fall season experience, Sept. 12-Oct. 25, complete with hayrides, a kid-friendly corn maze, apple and pumpkin picking, apple cider donuts and more. Masks and social distancing practicing will be in effect.

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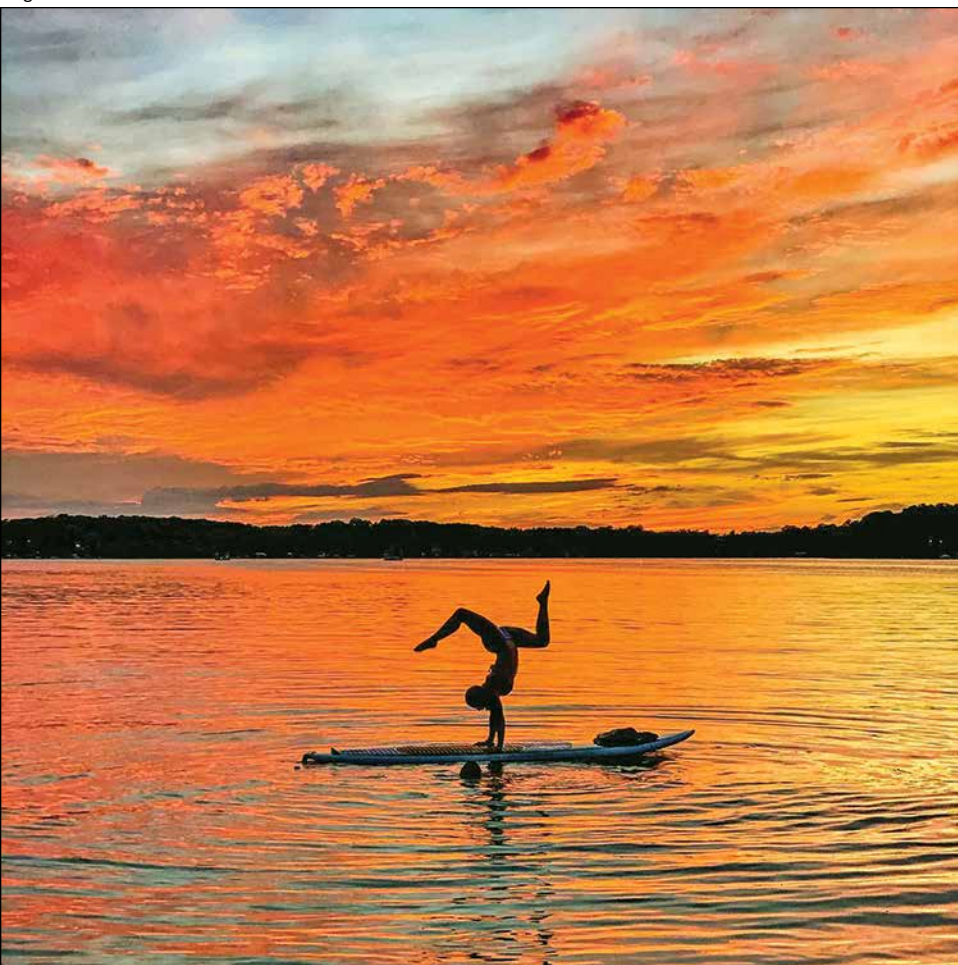


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IT'S BETTER IN EAST TROY

East Troy natives share why East Troy living is everything it's cracked up to be, capturing moments of outdoor magic and sights filled with satisfying patterns and alluring colors. Counter clockwise from top right: a peaceful family kayak ride; sunset yoga on Lake Beulah, staying at East Troy Skate Park until it closes; seeing East Troy's farmland on Townline Road from a new perspective; & enjoying Lovelight Flowers' bright yellow sunflower blooms.



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Citizens Bank announces new President & CEO

Industry vet takes the helm

Jeffrey Standafer of East Troy has been named president and chief executive officer of Citizens Bank, the bank announced this summer.

Standafer succeeds Charles O. Miller, Jr. who retired after 32 years at the company. The Citizens Bank board of directors approved Standafer’s appointment at a meeting in November.

A graduate of the University of Northwestern-St. Paul and the Graduate School of Banking at the University of Wisconsin-Madison, Standafer is a 33-year banking industry veteran who joined Citizens Bank in 2001.

He most recently served as the bank’s executive vice president and joined the company’s board of directors in 2019.

Miller will continue his position as chairman of the bank’s board of directors.

“Over the years, Jeff has proven himself to be a dedicated and effective leader,” Miller said. “I know that he, along with the rest of our board of directors and management team, will carry Citizens Bank forward by continuing our culture of putting people – be it our customers, our employees, or members of the community – at the forefront of everything we do.”

Citizens Bank, formerly known as Citizens Bank of Mukwonago, is an independent,



Jeff Standafer

locally owned community bank founded in 1892.

With an asset size of \$880 million, the bank has been experiencing robust growth in recent years, largely due to the company’s focus on expanding its commercial lending portfolio by investing in local businesses. The bank operates 12 branches in Southeastern Wisconsin and employs 167 people.



Each campsite at Camp Kettlewood is set on its own 1 to 2 acres so campers can have their own private corner of the woods, featuring campsites for both the “indoorsy” and “outdoorsy” alike.

PHOTO SUBMITTED *Good Neighbors*

•Camp Kettlewood

(Continued from page 2)

(Camp Kettlewood doesn’t provide paddle boards/ kayaks/ or canoes but guests are welcome to bring their own.)

“I’m an avid outdoorsman and enjoy walking the trails while admiring the giant oak trees that cover the property – it allows me to really disconnect,” said Jeremy.

Ready to visit?

Head to campkettlewood.com and check out what is available for the rest of the season (through September).

For additional information, call (608) 386-1222.

Camp Kettlewood plans to open up booking for the 2021 season (June-September) in

February, so be sure to follow on Instagram and Facebook for announcements.

coming soon

The Ebners said plans are already in the works for an expansion next year.

Right now, the camp features four sites – one group site with canvas/ platform tents, one BYO tent site, and two vintage trailers – the 1977 Airstream and the 1957 Holly.

“We have another Airstream (a 1967) that we’d love to have fixed up and ready for 2021 and we’re also hoping to add more BYO tent sites,” Simona said. “Beyond next year, we have a ton of ideas – but you’ll have to wait and see.”

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southwest corner of the East Troy Village Square.

6. PICK YOUR OWN PUMPKIN

If you're looking to keep it local and spend the day picking pumpkins, here's where you should go:

The Elegant Farmer: 1545 Main St. (County Roads ES and J). Open from 8 a.m. to 6 p.m. daily. For more information, call (262) 363-6770 or visit elegantfarmer.com.

Bowers Produce: W490 State Road 20, East Troy, Wisconsin. Open daily from 9 a.m. to 6 p.m. For more information, call (262) 642-5244.

Green Meadows Petting Farm: 33603 High Dr. (Highway 20) East Troy. Admission runs from 10 a.m. to 4 p.m. Tuesdays through Sunday. For COVID-19 guidelines and more information, call (262) 534-2891 or visit greenmeadowsfarmwi.com.

7. GET ACTIVE WITH THE HIVE

Local bicycle enthusiasts can now enjoy weekly pedaling excursions right in their own backyards.

Each Thursday a group of riders departs from The Hive Taproom, W2463 County Road ES, for a 15-20 mile ride around beautiful East Troy. Rides begin at 5 p.m. sharp. Riders should arrive at 4:45 p.m.

The ride ends at The Hive Taproom, a family and dog-friendly taproom that finds the midpoint between a wine bar, microbrewery and European pub.

The Hive currently features an outdoor yoga class every Sunday from 11 a.m. to noon. Taught by rotating instructors, this beginner-friendly class will help you "bee

centered" and gain flexibility.

In addition to cycling and yoga, the Hive features weekly trivia and live music plus other events like bee seminars and makers & mead.

The Hive features 16 session meads on tap with select meads available in cans to go. Visit thehivetaproom.com for details.

8. EAT PIZZA ON THE FARM

Grassway Organics, W2716 Friemoth Road in East Troy, hosts Pizza on the Farm events on Friday and Saturday nights through October, baking pizzas using only organic ingredients on the farm's onsite wood fired pizza oven.

The series invites people to visit the farm for live music and fresh, drool-worthy wood-fired pies. Pizza is served rain or shine from 4 to 8 p.m.

For more information, visit grasswayorganics.com.

9. EXPERIENCE THE BEST FALL FOLIAGE

East Troy is home to some of the most beautiful areas for hiking and they become even better when the leaves are changing. Here are our top fall foliage destinations:

Beulah Bog: Visitors can travel along its hiking trail, located on Stringers Bridge Road, east to catch sight of its shallow bog lake, floating mud flats, tamarack forest and wet open moat.

Lulu Lake: The focal point of the diverse wetland and upland communities, located on County Road J, is the 95-acre Lulu Lake, a 40-foot deep, hard water drainage kettle lake



East Troy Brewery offers a laid-back, family-friendly space to unwind from the daily hustle. This fall, enjoy a seasonally-evolving menu paired with house-brewed beers by the fireplace lounge, the taproom, indoor dining area or outdoors on the patio.

PHOTO SUBMITTED Good Neighbors

fed by the Mukwonago River and situated at the base of glacial deposits.

Kettle Moraine State Forest-Mukwonago River Unit: The 970-acre former Rainbow Springs property is situated in the Mukwonago River watershed and is an area known for its outstanding resource waters, including the 35-acre Rainbow Springs Lake, varied habitats and biological diversity. Visitors can park in lots on Highway LO, County Road J or County Road E.

Price Park Conservancy: Two miles of self-guided hiking trails run through the park, located on Hodunk Road in the Town of LaFayette, and include panoramic views of Sugar Creek and wildflower areas, as well as other outstanding features of natural diversity.

Beulah Bluff Preserve: This Kettle Moraine Land Trust nature preserve, is located at N9026 Bakavi Way, East Troy. The

See ADVENTURE LIST, Back Page

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Walworth County non-profits to share \$148,750 in United Way grants

Over 40 local agencies will share \$148,750 from the United Way of Walworth County designed to help them stay afloat during the coronavirus pandemic.

This is the largest distribution amount during United Way of Walworth County’s history.

“Thank you to every donor - look at the difference you’ve made!” said Tammy Dunn, Executive Director of the United Way of Walworth County. “Thank you to every agency and their fearless leaders – we’ve always been in this together.”

The United Way of Walworth County raises money year-

round to disperse among the supported agencies.

“These leaders work hard day in and out for everyone’s well-being and the overall well-being of Walworth County,” Dunn said, “and to be able to support them is a great honor.”

Ninety-eight percent of all donations to the United Way of Walworth County remain in the county. The 2 percent paid in dues to United Way Worldwide brings programs like FamilyWise, Call 2-1-1, Emergency Food and Shelter funding and national corporate donations.

For more information, visit unitedwaywalworth.org.

Locals donate \$10K to United Way

2020 has provided unprecedented challenges to families, communities and small businesses.

The devastating effects of the COVID-19 pandemic have also hit the community agencies that are in place to help families in need during times like these.

Local business owners and residents of Walworth County, Dave and Andrea Strand, recognized the growing need within the community and wanted to find a way to give back to help those most affected in recent months.

Dave and Andrea presented Tammy Dunn, Executive Director of the United Way of Walworth County, with a donation of \$10,000 this summer.

The donation will go to support the agencies in the community that have been affected by the COVID-19 pandemic so they can continue to serve those in need.

“The agencies we support have prominent needs unlike anything we’ve seen before,” said Dunn. “Supporting them now is critical and this incredible gift will inspire hope and improve the quality of life across the board for many Walworth County residents.”

difference.

The United Way devotes its time and resources to improving the community and helping those in need. The Walworth County branch is partnered with over 40 agencies that give support to people in need within the community.

Dave previously served on the Board of Directors and as Honorary Chairman for the United Way of Walworth County.

He knows the significant impact the organization has on helping the community and said, “During my time working with the United Way I saw the difference that the organization made in the community, which was made possible by their hard work, local donations, and fundraising efforts. My motto has always been ‘It’s not what you got, it’s what you give’ and I strive to pay it forward whenever I can.”



Dave and Andrea Strand presented Tammy Dunn, Executive Director of the United Way of Walworth County, with a donation of \$10,000 in front of the Cutwing Marketing offices on July 1. The donation will go to support the agencies in the community that have been affected by the COVID-19 pandemic so they can continue to serve those in need.

PHOTO SUBMITTED Good Neighbors



Members of Loomis-Martin Post 188 American Legion are raising funds for the Legion hall, which dates back to the early 1900’s and is in need of numerous repairs, including a new roof and new windows.

PHOTO SUBMITTED Good Neighbors

American Legion fundraising for building repairs

Loomis-Martin Post 188 American Legion is seeking the public’s help to raise funds to upgrade its facility.

The Legion Hall, located on the corner of School and Church streets, dates back to the early 1900’s and is in need of numerous repairs.

“All of our usual fundraising was halted, which included our corn roasting at local events, waiting tables at Pizza Ranch and a fundraiser raffle,” the legion said in a news release.

The Legion received raffle donations prior to the Covid-19 pandemic and the organization is determining how best to use those donations.

Gifts included gift certificates from Princess

Café, Milwaukee Admirals, Roma’s Restaurant, Milwaukee Wave, Blue Bay with other promises of support closer to the raffle date.

“It is not determined how these generous donations will be used at this time,” the Legion said.

Plans for the building upgrade include re-roofing with James R. Taylor & Sons.

Financial support can be given in three ways:

- Checks can be mailed to: American Legion Post #188, P.O. Box 775, East Troy, WI 53120
- Drop off donations at The Global Glass, 2884 Main St.
- Donate via the Legions’ website: <http://loomis-martinpost188.org/>

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• Adventure list

(Continued from page 6)

preserve overlooks the northwest shoreline of Lake Beulah and is open to the public.

Army Lake Public Access: Take a leisurely stroll to the public access point on the west side of the lake – a half-mile driveway connects the property to St. Peter's Road in the Town of East Troy.

The 15.7-acre property at W1698 St. Peter's Road features a 78-acre lake and 989 feet of shoreline frontage on Army Lake.

10. SHOP THE EAST TROY MARKET

Add a fall festive touch to your home with an autumn themed bouquet of flowers, get your fill of the season's best veggies, as well as local treats and artisan goods from the new online East Troy Market.

Shop the market at easttroy.market. Enjoy the convenience of online

ordering anytime with curbside pickup at 6 p.m. on Fridays at East Troy Village Square Park, 2881 Main St.

The market opened with safety protocols in place for vendors and shoppers to prevent the spread of COVID-19.



At top: Shop locally-sourced products and food packed with superior taste and peak flavor at the new online market: easttroy.market. Above: During a recent visit, Jessica McCormack takes her dog LeBron for a hike at Price Park, located at N6421 Hodunk Road, which features two dog parks, a pavilion and trails through various types of settings.

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