

East Troy in 2026: All Your Questions Answered

Our sixth annual Q&A issue combines two vital things: the real-life concerns of our readers and the knowledge and expertise of our community members.

We asked for all your burning questions about East Troy ... What's new for 2026? Is Alpine Valley Music Theatre coming back with a full line up? What's a little-known fact about East Troy that surprises even longtime residents?

We did our best to get the bottom of it for you.

Q: Why is the East Troy Lions Club moving its longtime Fourth of July Festival to a different weekend?

A: The East Troy Lions Club made the difficult decision to move its popular Fourth of July event, the East Troy Music Festival, after the carnival provider the club had worked with for many years chose to retire, according to a statement from East Troy Lions Club volunteers.

"A carnival is hard to get to a small town especially on such a big holiday weekend. Therefore, we changed the festival in order to have a carnival," the club said. "We are also keeping our parade on the same weekend as our festival to be more financially responsible."

According to the statement, the Fourth of July parade costs between \$14,000 and \$18,000 to produce each year. Expenses include payments for popular acts such as the Drum and Bugle Corps, the Shriners, the Dancing Grannies and other featured participants, the Lions said.

The Lions said aligning the parade with the festival helps manage costs and strengthen participation.

The East Troy Lions Club will hold the 2026 East Troy Music Festival from June 11-14 at Rossmiller Sports



Complex and Skate Park (fka Amusement Park), 3090 Graydon Ave., East Troy.

The East Troy Music Festival will feature the East Troy Beer Tent (ETBT) with bands such as Bella Cain, Lunch Money Bullies, The Ramble and more, carnival rides, games, fair food and more.

A parade is scheduled for Sunday, June 14, in observance of Flag Day weekend.

The Lions Club, which has served the East Troy community for 88 years, said its members are working to bring back favorite traditions such as the kiddie parade and pedal tractor races, along with introducing a few new additions.

"The East Troy Lions Club volunteers work hard for the community to give back to many clubs and organizations that impact your daily lives. We look forward to putting on a wonderful festival," the Lions said.

Q: Will there be Fourth of July fireworks in East Troy?

A: There are currently no fireworks planned for the Fourth of July in the Village of East Troy.

Lake Beulah and Potter's Lake will hold their respective firework shows on Friday, July 3.

The East Troy Village Board voted Dec. 1 to keep the \$10,000 included in the Village of East Troy's 2026

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Live like a Local in East Troy

"Midwest Living" recently shined a spotlight on East Troy in its Jan. 13 article, "Glamp at a Former Girl Scout Camp, Catch a Concert, and Ride the Trolley in This Fun Wisconsin Small Town."

The feature highlights East Troy's unique mix of attractions, historic charm and live entertainment – all just 40 minutes southwest of Milwaukee and two hours from Chicago.

While East Troy often flies under the radar compared to nearby Milwaukee and Lake Geneva, the article notes its rewarding mix of experiences packed into a compact, character-filled destination.

From Village Square Park, anchored by its WPA-era brick bandstand and surrounded by independent shops and restaurants, to countryside trolley rides, Camp Kettlewood glamping and concerts at Alpine Valley Music Theatre, East Troy continues to draw attention as a place worth exploring.

• CONTINUED ON PAGE 4



Everything on the East Troy Village Square is easy to reach and in walking distance with stops at every corner, including Sauced Pizzeria, featuring locally sourced, seasonally inspired, 100% wood fired pizzas.

JAMIE ROHRER *Good Neighbors*

What's next for Spring? Scavenger Games announces Great Egg Hunt

Two years ago, East Troy changed the game with the launch of a technology-driven, city-wide scavenger hunt that blended modern electronic elements, including movie-esque laser mazes and pop-up art installations with engaging physical and logic-based challenges.

This spring, the Scavenger Games adventure continues with the Great Egg Hunt.

The Southeastern Wisconsin-wide hunt will lead participants to East Troy area must-see destinations and hidden gems throughout the area, spotlighting historic sites, landmarks, attractions and local food and beverage experiences.

The hunt is free to join. Participants simply register to get started.

Participants will follow clues, locate hidden eggs and compete for prizes, including a cash award for first place. The event begins Sunday, March 22, and runs through Easter Sunday, April 5.

Organizers say the event is designed to encourage exploration, celebrate local businesses and create an interactive experience for families, friends and visitors alike.

Businesses interested in participating as sponsors, and community members who would like to volunteer, may email vanessa@easttroy.org for more information.



Stronger Than the Storm

The Magic, Mishaps & Memories of East Troy Lights

This winter, downtown East Troy transformed into a holiday wonderland for the sixth year in a row and delivered big results with the much-anticipated return of East Troy Lights.

The interactive and imaginative light display transformed downtown East Troy into a real-life Hallmark movie, with the historic Village Square serving as the glowing backdrop for a dazzling, storybook-worthy holiday scene.

For the entire month of December, people flocked to the square to walk through the lights and create their own holiday magic with the Candy Cane Adventure and return of East Troy Lights Live!

What began as an ambitious community idea has grown into a signature regional attraction, made possible through collaboration among local businesses,

organizations, volunteers and donors. Premier sponsor James R. Taylor & Sons led the way, joined by presenting partners Dither Studio, Sauced Pizzeria, the East Troy Community School District and

many others committed to creating a destination experience that brings visitors and holiday magic to East Troy.

Vanessa Lenz, East Troy Area Chamber of Commerce Executive Director (which presents East Troy Lights) and Jamie Rohrer, East Troy Lights Show Creator, give us an inside look at East Troy Lights 2025 and why they keep coming back for more.

Q: Looking back on this season, how did it go from your perspective? What moments stood out the most for you?

Jamie: Well...I think a lot of people probably know the moment that stood out the most...

The sound of a crack – and then of shattering. I distinctly remember turning around (I was on the far side of the East Troy Square) to find the entire tunnel of lights smashed into a couple hundred pieces of broken



After 50-plus mph winds swept through East Troy, East Troy Lights creator Jamie Rohrer holds the section of East Troy Lights tunnel that hadn't yet been knocked down – the first time in six years the beloved display has fallen during the annual light show.

VANESSA LENZ *Good Neighbors*

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Q&A: James R. Taylor & Sons

Premier East Troy Lights Sponsor Continues to Build & Give Back

For more than seven decades, James R. Taylor & Sons has built a reputation not only for quality craftsmanship, but also for a deep commitment to giving back.

The company supports numerous local nonprofits and charitable events, initiatives within the East Troy Community School District, the East Troy Area Chamber of Commerce, where it serves as a Corporate Partner, East Troy athletics, local clubs, youth sports and a wide range of community organizations.

As the 2025 premier sponsor of East Troy Lights, the company continues to demonstrate that building strong homes and building strong communities often go hand in hand.

Q: What is new for James R. Taylor & Sons in East Troy?

A: The longtime family-owned company, which offers a full range of interior and exterior remodeling and building services, expanded its footprint with a showroom on the southwest corner of the East Troy Village Square. The space features a refreshed look and a curated selection of finishes, materials and design elements.

Q: Has the company launched any new services?

A: Yes. James R. Taylor & Sons announced the launch of Taylor Design & Co., a new division focused on natural, timeless and elegant home design services. Taylor Design & Co. is led by Head of Interior Design Lucianna Taylor and offers a personalized

experience for homeowners at any stage of the design process.

Services range from early-stage planning and design guidance to full-scale interior design for individual rooms or entire homes. The division serves both existing construction clients and those seeking design expertise independently.

Q: What is the goal of the new division?

A: The team aims to create warm, inviting spaces that are functional and reflective of each homeowner's personal style, making the design process more approachable and enjoyable. More information is available at taylordesignco.com.

Q: What core services does James R. Taylor & Sons provide?

A: Founded in 1949, the family-owned company is now entering its fourth generation, continuing a proud legacy of craftsmanship and service. The business specializes in remodeling, roofing, siding, windows, new builds, additions, kitchen and bath.

Q: How does the company give back locally?

A: James R. Taylor & Sons supports numerous nonprofits, school initiatives, athletics, youth programs and community organizations, and annually donates a free roof to a local military veteran through its "Putting Our Military on Top" program.

For more information, visit jrtaylorandsons.com.



James R. Taylor & Sons showroom on the southwest side of the East Troy Village Square features a refreshed design and a curated selection of finishes, materials and design elements, offering homeowners inspiration for both interior and exterior projects. The James R. Taylor & Sons family (pictured at the showroom ribbon cutting in fall of 2024), includes (from left) Jim Taylor, Stevie Taylor (holding Lowen Newhouse), Jimmy Taylor, Luci Taylor, Haley Taylor Newhouse and Andy Newhouse.

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Q. What is there to do this Spring?

MARCH

28- Family Resource Center Egg Hunt

The East Troy Family Community & Resource Center will host its 18th Annual Easter Egg Hunt on Saturday, March 28, at Little Prairie Primary School, 2109 Townline Road. Doors open at 10 a.m., and the hunt begins at 10:15 a.m. Any children birth through fifth grade are welcome to participate.

The event is free and includes crafts, coloring, face painting, pictures, and many more fun activities. RSVP with the number of children attending on the resource center's Facebook page or by calling (262) 642-4900 or easttroyfamily@gmail.com.

28 - Maple Syrup Family Fun Day

Camp Edwards YMCA Camp and Retreat Center, N8901 Army Lake Road, will host its annual Maple Syrup Family Fun Day, featuring a pancake breakfast from 8 a.m. to noon and activities from 8 a.m. to 2 p.m., on Saturday, March 28.

The Family Fun Day is open to the community with free activities for the whole family, including maple syrup demonstrations, archery range, crafts, climbing wall, tube slides, and live music.

Breakfast is \$8 for adults and \$5 for children (4-12).

For more information, call (262) 642-7466 or visit campedwards.org.

APRIL

4 - Easter Brunch

Celebrate Easter at Alpine Valley Resort, W2501 County Road D, with an Easter Bunny Brunch on Saturday, April 4, 8 a.m. to noon.

The event will feature family-friendly activities, including an Easter Egg Hunt.

Register at alpinevalleyresort.com.

4 - FFA Consignment Auction

The East Troy FFA Alumni will host its 32nd annual alumni consignment auction from 9 a.m. to noon on Saturday, April 4, at East Troy High School, 3128 Graydon Ave. For more information, call (262) 642-7892 or visit easttroyffaalumni.com.

5 - Brunch with Bunny

The Venue, 2645 Main St., East Troy, will host an Easter Bunny Brunch on Sunday, April 5, from 10 a.m. to 2 p.m.

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Q&A: East Troy Railroad Releases Popular Dinner Train Schedule

Q: When do tickets go on sale for the 2026 Dinner Train season?

A: Tickets for the East Troy Railroad Museum's 2026 Dinner Train season are now on sale and available at easttroyrr.org.

According to Ward Komorowski, president of the East Troy Railroad Museum, many of the themed dining excursions sell out quickly.

Q: What can guests expect from a Dinner Train experience?

A: Each Dinner Train features a two-and-a-half-hour excursion aboard vintage dining cars, complete with a themed gourmet meal and full cash bar. Boarding typically begins at 5 p.m. with a 5:30 p.m. departure May through September. October departures board 30 minutes earlier, leaving at 5 p.m. Reservations are required.

Q: What featured trains are planned for May?

A: The season begins with several popular themed experiences, including the Kentucky Derby Train on May 2 with a 3:15 p.m. departure, the Mother's Day Train on May 9 and the Spring Lunch Train on May 13 at noon.

Q: What other themed trains are scheduled in 2026?

A: The 2026 schedule includes Father's Day, Chicago Lunch, Stars and Stripes, Surf-N-Turf, Wine & Cheese Tasting, Southern Delight, Beer Tasting, Sunday Brunch, Fall Harvest, Oktoberfest, Epicurean Express, Sweetest Day, Harvest Colors Lunch and an Adult Halloween train, among others.

Q: What is the East Troy Railroad Museum?

A: The East Troy Railroad Museum operates



Step aboard North America's only electric dinner train at the East Troy Railroad Museum and dine in beautifully restored art-deco cars as you roll past Wisconsin's scenic countryside. Savor a multi-course meal with full bar service, pause near Lower Phantom Lake and Indianhead Park, and finish with dessert on the return trip – a timeless experience guests return to year after year.

PHOTO SUBMITTED Good Neighbors

14-mile round-trip excursions from its historic East Troy Depot to Indianhead Park in Mukwonago, including a stop at The Elegant Farmer.

The nonprofit railroad is operated by more than 150 volunteers dedicated to preserving and showcasing the heritage of electric interurban railways and trolley systems.



Q&A: Skydive MKE hosts annual Bunny Jump

Q: When and where is the event?

A: The 2026 event will be held Sunday, April 5, from 10 a.m. to 2 p.m. at W1341 County Road L, adjacent to East Troy Airport.

Q: Does the Easter Bunny really jump from the sky?

A: Yes! Skydive Milwaukee's Annual Easter Bunny Jump is a family-friendly spring event featuring an Easter egg hunt, and photos with the Easter Bunny. At 1 p.m., weather permitting,

the Easter Bunny will make a thrilling airplane or helicopter jump, creating a memorable highlight for families in attendance.

Q: What activities are included?

A: Festivities include an Easter egg hunt with a separate hunt for toddlers, refreshments and free photos with the Easter Bunny beginning at noon.

For more information, call (800) ET-CHUTE or visit skydivemilwaukee.com.



Celebrate Easter in East Troy with Skydive Milwaukee's one-of-a-kind Annual Easter Bunny Jump on Sunday, April 5, from 10 a.m. to 2 p.m. at W1341 County Road L (adjacent to East Troy Airport). See the Bunny jump at 1 p.m.

PHOTO SUBMITTED Good Neighbors



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East Troy Schools seek community support as budget pressures continue

Why should I vote April 7?

National headlines may dominate the news cycle, but it is local elections that shape the schools, streets and services we experience every day.

If you care about East Troy, casting a vote in local elections on April 7 is a must.

Voters in the East Troy Community School District will weigh in on a referendum for operating expenses that would help the district continue funding its day-to-day operations, including paying for staff.

With the district's current operational referendum funding set to expire after the 2025-26 school year, this vote will help determine how East Troy schools move forward.

District officials are facing a financial squeeze with state education funding not allowing it to keep pace with rising expenses, but they're hopeful East Troy's voters will ease the burden with additional funding.

The East Troy Community School District answered the following Frequently Asked Questions about what's on the ballot.

Q. What is the school district asking for?

A. The East Troy Community School District is asking voters to consider an operational referendum to continue the progress made possible by the community's support of the 2023 operational referendum.

That referendum, which expires at the end of the 2025-26 school year, has allowed the district to invest in student learning, maintain and strengthen programs, and maintain stable, high-quality learning environments for the betterment of students and staff.

Following extensive discussion and review of financial projections, the tax impact, community survey feedback, and the potential effects on students and staff, the Board of Education voted unanimously to place the \$4 million referendum question on the ballot for April 7, 2026.

If approved by a majority of voters, the referendum would allow the district to exceed its state-imposed revenue limit by \$4 million per year for three years, covering the 2026-27, 2027-28 and 2028-29 school years.

Q. What is the tax impact?

A. The current mill rate is at \$7.07 (or \$707 per \$100,000 of assessed property value).

With an approved referendum, the estimated mill rate would be \$7.49 (or \$749 per \$100,000 of assessed property value).

If approved by a majority of voters, the \$4 million per year operational referendum (for three years) would have an estimated tax impact over the current level by \$42 per \$100,000 of assessed property value (or \$3.50 per month).

Q. Why is this necessary?

A. An operational referendum provides funding for day-to-day school operations such as classroom instruction, student services, staffing, safety, and building operations.

While the district has planned responsibly, we do not have enough predictable and stable funding to maintain quality educational opportunities for students, attract and retain quality staff in an ever competitive labor market, and adequately maintain its school facilities within the state-established revenue limits.

This makes a renewal of the operational referendum critically important.

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A look at East Troy School's traditions



The East Troy Community School District has a rich history of traditions, some common and others ... are one of a kind.

We ask locals to share some of their favorites.

Homecoming

At East Troy High School, Homecoming isn't just an event – it's a tradition that lasts a lifetime.

It's the week when hallways buzz with anticipation, downtown storefronts fill with painted windows and classmates stay late to finish Homecoming Parade floats that grow more creative each year.

Alumni remember lining Main Street with friends and family, saving their spots hours before kickoff, waiting for the parade.

As the marching band plays and the floats pass by, the entire community comes together to cheer on the Trojans.

Friday Night Lights & more

At East Troy High School, memories are made far beyond the classroom – under Friday night lights, in

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The East Troy High School Soccer team went the extra mile—literally and figuratively—teaming up with Complete Piers and Lifts and the East Troy Area Chamber of Commerce to reconstruct the legendary Trojan Horse, originally built by the ETHS Class of '79. The massive float made its grand return during

East Troy's Homecoming Parade last October, turning heads and stealing hearts. ETHS Soccer players included (front, from left) Sean Cain, Ricardo Carvalho, Aaron Thomas, Brady Rongstad, Jason Will, Shane, Bryce Bayley, Austin Ledin, Madden Franz, (back) Christian Najera, Tom McCormack, Drew Chapman, Brody Smith, Olin Swinehart, Ben Jones, Zach Hoff, (top) Arlan Kehl, Chase Farris, Auggie Niegelsen and (not pictured) Archer Stoychoff, Elias Kulakowski, Emerson Barrett, Levi Pergande, Sam Leidolf and Shane Gaffner.

REITZ MEDIA Good Neighbors

LIVE LIKE A LOCAL • CONTINUED FROM FRONT PAGE

We sat down with the East Troy Area Chamber of Commerce Executive Director Vanessa Lenz to talk about what it really means to "Live Like a Local" and how visitors can experience the town beyond the headlines.

Q. What makes East Troy so special?

Lenz: It's no secret to anyone who visits or lives in East Troy that we are a place full of momentum.

Our downtown square went from being mostly stagnant (except for a few bars) to leaping forward at a rapid pace. In the past 10 years, we've seen the opening of East Troy Brewery (in a renovated historic bank building), Sauced (a 100% wood-fired Neapolitan pizzeria), InkLink Books (independent bookstore

complete with gas lantern lit entryway), Home on the Square (hip gift shop with products sourced from Wisconsin and the coasts), 2894 on Main (tech friendly organic cafe with Tesla recharge stations) and more.

All of these businesses call East Troy's Village Square home – a park-centered downtown with serious Stars Hollow from Gilmore Girls vibes.

As East Troy's tourism arm, the East Troy Area Chamber of Commerce has built a diverse event lineup at East Troy Village Square Park.

Competing with much larger cities has pushed us to think differently. By embracing innovation, technology, and community power, we've created standout experiences like our 100% community-built East Troy

Lights, our summer fan favorite East Troy First Fridays, and our interactive Scavenger Games – proving a small town can make a big impact.

Q. What do you want people to know about East Troy?

Lenz: East Troy is one of the coolest places in Southeastern Wisconsin.

You'll feel it when you walk along the streets of our downtown historic Village Square, with a history that is well-preserved and now ripe with a little bit of everything: a mean brewing scene, diverse event line up and a big food scene that put cities five times its size to shame (Neapolitan woodfire pizzeria, cafés and award-winning BBQ)

We've got one-of-a-kind attractions: the 118-year-old

East Troy Electric Railroad, famed Alpine Valley Music Theatre (busiest season in two decades), Alpine Valley Resort, SkyDive Milwaukee, green space galore and an up and-coming tech scene.

Q. Why is East Troy Village Square Park so special?

A. Our community has so much to offer.

Although there is a lot of focus on the East Troy Village Square, as we've seen in trends across the country, the center of a town is often the driving economic force for the larger town and region.

The strength and growth of East Troy's downtown has a profound effect on the development of the entire area.

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QUESTIONS ANSWERED • CONTINUED FROM FRONT PAGE

budget designated for fireworks for the East Troy Lions Club Music Festival fireworks display to be held Saturday, June 13 at dusk.

The Village of East Troy has provided \$10,000 annually for the East Troy Lions Club Fourth of July fireworks display since 2020, when funding was first requested during the COVID-19 pandemic.

Board members discussed whether the allocation was intended specifically for the Lions Club or more broadly for Fourth of July-related activities.

While some residents have expressed interest in organizing an alternative Fourth of July event, no formal proposal was submitted at the time of board discussion on Dec. 1.

The board ultimately agreed to leave the budget unchanged and continue directing the funds to the Lions Club for fireworks, with the Village to be listed as a sponsor.

Q: It's America's 250th birthday celebration. Will there be a way to celebrate in East Troy?

A: Yes. The East Troy Area Chamber of Commerce is planning a major Fourth of July-themed East Troy First Friday celebration on Friday, July 3, from 5 to 8 p.m. at East Troy Village Square Park.

The event, Stars, Stripes and Summer Nights, will feature live music from the Big Al Wetzel Band, food trucks, fun for all ages and a patriotic atmosphere designed to mark America's 250th anniversary in a big way.

The evening will include large-scale birthday-style elements such as a cake walk, art installations and a countdown celebration moment.

Guests can also participate in East Troy trivia, mini scavenger stops, America 250 storytelling experiences highlighting the past, present and future of East Troy, a community time capsule project and a "250 Passport" activity.

The celebration continues Saturday, July 4, with the East Troy Celebrates 250! Block Party from noon to 8 p.m., featuring an "All American Carnival Classics" theme.

Planned activities include business specials and activities, live music, vintage-style carnival games, dunk tank, pie eating contest and stilt walking performances.

The Chamber is currently seeking sponsors and volunteers to help make the 250th celebration possible. Businesses and community members interested in supporting or participating in the event are encouraged to contact the East Troy Area Chamber of Commerce for more information at vanessa@easttroy.org.

East Troy Celebrates 250! donations can be sent to East Troy Area Chamber of Commerce, PO Box 312, East Troy, WI 53120.

Q. What is the America 250 Essay Contest?

A: The East Troy Area Historical Society and American Legion Post 188 will host a "What Do You Think It Means to Be an American" essay contest commemorating 250 years of freedom.

The purpose of the essay contest is to give students the opportunity to reflect on what it means to be an American and to express their personal understanding of their country and their relationship to it. Rather than serving as a research paper, the essay challenges students to draw from what they have learned and experienced over time.

The contest is designed to encourage critical thinking, creativity, strong grammar and vocabulary skills, and the ability to follow structured guidelines. Essays must adhere to the theme, be 300-400 words in length and meet specific formatting requirements. AI and plagiarism are prohibited.

Students interested in entering should submit hard copies of their essays to the East Troy High School office by the designated deadline,

after which entries will be reviewed and judged according to established criteria.

Q: What artists will grace the stage of Alpine Valley Music Theatre this year?

A: Boasting one of the largest outdoor amphitheatres in the country, Alpine Valley Music Theatre has begun unveiling its 2026 concert lineup, with three major shows announced so far.

Pitbull will headline the venue Saturday, Sept. 12, with special guest Lil Jon as part of his 36-city "I'm Back" tour.

Country star Tim McGraw will bring his "Pawn Shop Guitar Tour" to Alpine Valley on Aug. 22. Country-rock band 49 Winchester will open the show.

Luke Bryan will also perform at Alpine Valley on Sept. 23 as part of his "Word on the Street Tour." Special guests Drew Baldrige, Lauren Watkins and Raelynn are scheduled to appear.

Alpine Valley Music Theatre is tuning up for the season and seeking enthusiastic candidates to join their team.

Details and tickets for Alpine shows can be purchased at livenation.com.

Q: When did the story of East Troy Village Square begin?

A: The story dates back to around 1847, when landowners and early settlers Jacob Burgit and Austin McCracken offered a lot free to anyone who would build upon it. They were forward-thinking men who believed that if the railroad came through the area, the settlement would grow into a town.

At the time, there was no main street and no defined town center. Burgit and McCracken recognized that a growing community needed a central gathering place for businesses and homes.

Each man donated a parcel of land along the boundary lines of their adjacent properties. The public square was deeded in perpetuity to the Village of East Troy.

The park was divided into North-South and East-West quarters, with diagonals connecting the corners and Main Street encircling it. The layout ensured that no single property owner would benefit more than another.

Q: Why was the East Troy Village Square so important to the village's development?

A: It created a true central hub.

A wooden bandstand was eventually constructed on the square. It stood until the 1930s, when it was replaced by the current brick bandstand built by the federal Works Progress Administration (WPA).

In the 1950s, hitching posts were removed, marking the transition from horse-drawn travel to modern transportation.

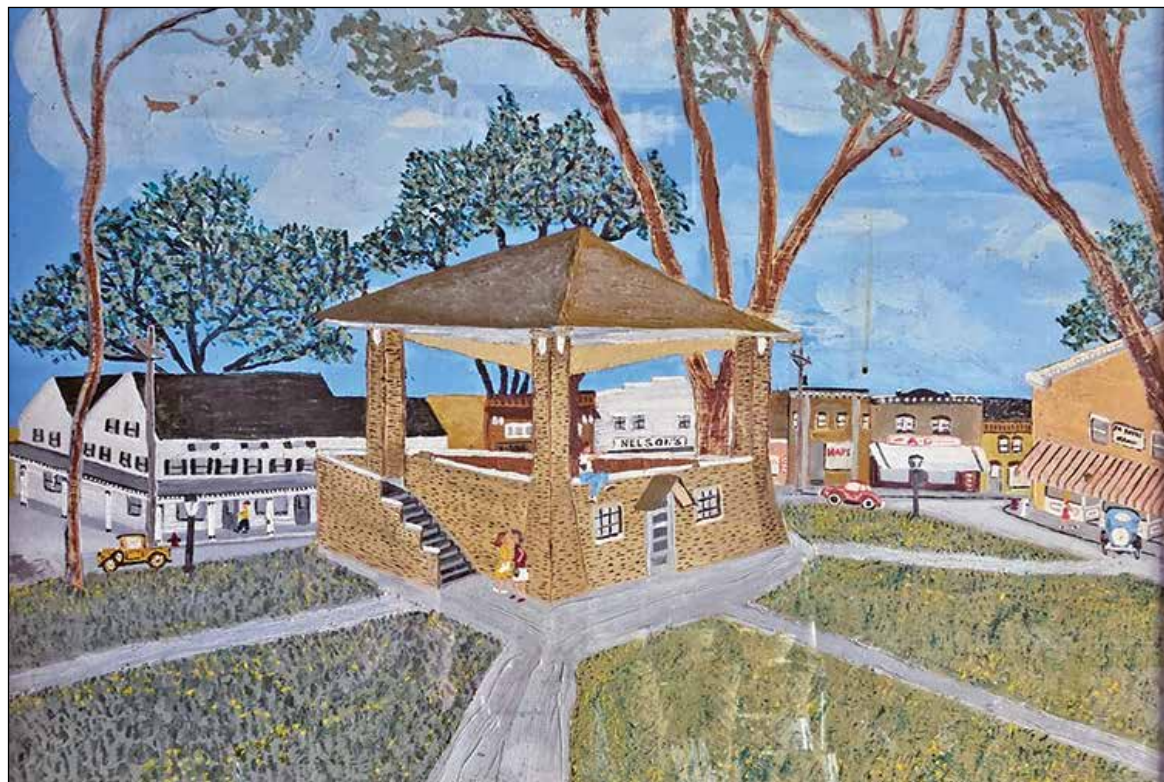
The bandstand became home to summer concerts presented by the East Troy Community Band each Wednesday night, a tradition that strengthened the square as a gathering place.

From its earliest days, the square was designed to be shared equally – a true community space. Nearly 180 years later, it remains the heart of East Troy, continuing to host concerts, celebrations and events that bring the community together.

Q: What is new on the East Troy Village Square?

A: A sweet new addition has opened on the south side of the Village Square. Frank's Main Street Sweets Station, located at 2885 Main St., opened in February 2026.

Owned by longtime local Frank Price, a retired fire chief and design builder, the shop continues his longtime commitment to supporting the Professional Firefighters of



An oil painting of the East Troy Village Square, created in 1975 by the owner Frank Price's father, now hangs inside Frank's Main Street Sweets Station on the south side of the square. The artwork – displayed in the family home for nearly 50 years – reflects generations of East Troy history and features childhood portraits of the artist and his future wife.

PHOTO SUBMITTED *Good Neighbors*

Wisconsin Charitable Foundation.

Since 1995, Price has helped raise funds for the organization's summer camp for burn-injured youth and the new store will continue to support that mission.

Community members are encouraged to follow Frank's Main Street Sweets Station on Facebook

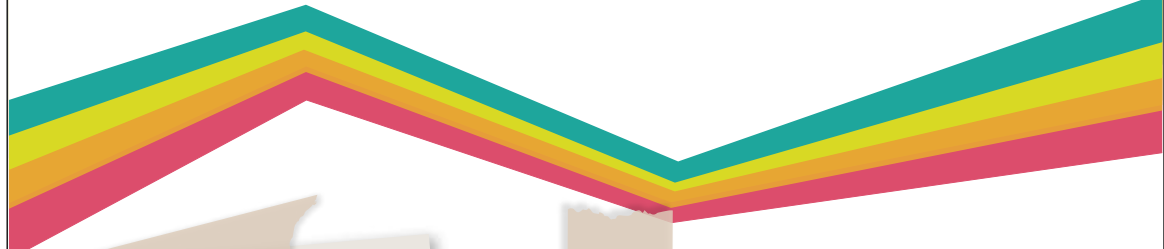
for updates and winter hours.

A new Rock Shop has opened at 2920 Main St. in the former location of Art in the Square and Strumpet & Tart.

Meanwhile, Art in the Square is relaunching with a mobile concept. Instead of operating from a permanent studio, the business

will bring its guided painting experiences on the road to locations such as scout lodges, churches, assisted living communities, restaurants and conference spaces. The team provides all supplies, including canvases, paints, brushes, tables and chairs, turning any room into a creative art space.

East Troy First Fridays 2026



MAY 1
East Troy Creates

JUNE 5
Old School Summer Block Party

JULY 3
Stars, Stripes, & Summer Nights

AUG. 7
Howdy, East Troy: Hometown Rodeo Night

SEPT. 4
Love Local

OCT. 2
Fall Fair

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PVC, torn lights, and wires.
 My son was there with me, helping secure the giant igloo against the 45-50 mph wind gusts. But the igloo was fine. The tunnel was not.
 In the five years I've done the light show, we've never had a problem with the tunnel (at least not like that).



Vanessa Lenz,
 Executive Director, East Troy Area Chamber of Commerce



Jamie Rohrer,
 Light Show Creator, Dither Studio

Vanessa: East Troy Lights is 100-percent community built and I've never felt that more than this season.
 We faced the worst weather and setbacks we've seen since launching this show in the middle of the pandemic in 2020.

From heavy snow before our big launch night to relentless rain and mud to sleet, sub-zero temperatures and what they called 100-year winds, it often felt like the odds were stacked against us.

We spent most of our time rebuilding, resetting, and trying to come back brighter than ever (and we did!)

The community support was amazing! They donated, volunteered and jumped in. Every bit helped keep the lights shining for thousands of families who make East Troy part of their holiday tradition.

We've gotten this far by working cohesively as a community and that type of magic is truly special.

Q: This season definitely had its challenges, including the tunnel falling... twice. What happened & did the tunnel setbacks change anything for your team?

Jamie: Seems I've accidentally answered part of this question already!

The tunnel setbacks very much altered the trajectory of the month, not just for me, but for everyone involved. Initially – especially with the foot of snow immediately following (and the lights still not being fully set up) – I think a bit of despair made its rounds.

This was followed by probably the largest showing of community support / volunteering we've ever had. So...it worked.

Vanessa: I never want to relive the moment the tunnel fell again! We were way ahead of schedule the week of Thanksgiving and I was so excited to spend the holiday weekend with my family (not hanging lights on the square like I normally am.)

That changed the Wednesday before Thanksgiving when 50+ mph gusts ripped through the East Troy Village Square and took our 95 percent completed East Troy Lights tunnel down. On that day, we all collectively felt a heart-sinking, "How are we going to come back from this?" moment.

We spent weeks building the labor-intensive tunnel with a dedicated crew of students from East Troy High School and volunteers – countless hours, freezing fingers, problem-solving, teamwork – and in seconds, the wind undid it all. For a minute, it felt hopeless.

But then something amazing happened.

Led by our East Troy Lights show creator Jamie Rohrer (who began work at 3 a.m. on Thanksgiving eve), our small but mighty recovery crew showed up – no hesitation, no questions asked – and helped put the pieces back together before the winter storm. That's the real magic of East Troy Lights.

Our iconic tunnel was hit especially hard (compromised by this first storm and ultimately requiring repairs not once, but twice over the course of the season.)

After weeks of pouring our hearts into this project, seeing pieces of it scattered on the ground stopped us in our tracks (twice).

And somehow – because this community refused to give up – the lights didn't just come back on (twice). They shined brighter than ever.

These moments say everything about who we are.

Thank you to FOX6 News Milwaukee for covering our behind-the-scenes work as we raced the clock to save East Troy Lights before Santa's arrival on Dec. 6.

Q: East Troy Lights keeps getting bigger and more immersive each year. How do you keep raising the bar?

Jamie: If I was laying on my deathbed and knew I didn't give life everything I could, that would seem a worse fate than death itself.

So, I don't really have a choice but to try and see how far I can push. I would rather fail – and know the result – than spend the rest of

• CONTINUED ON PAGE 8

Show Some Love to East Troy Lights

If you like what you saw, please donate to help us continue to build East Troy Lights for next year's show – \$1, \$5, \$20, \$100 – any amount will help us continue to build East Troy Lights and make next year's show even better.

Visit EastTroyLights.com to donate or mail donations to East Troy Area Chamber of Commerce, PO Box 312, East Troy, WI 53120.



KO PHOTOGRAPHY Good Neighbors



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Clockwise from above: Santa, Mrs. Claus and their entourage make their annual journey to East Troy aboard the East Troy Electric Railroad's Santa Parade Train; Jennah, Bryson, Ryan and Aubrey Strand share a magical moment with Santa himself at East Troy Lights; Freckles the Elf introduces East Troy Lights Live! Show attendees to an epic Candy Cane Adventure to help restore power to the lights along with Gargantua; East Troy Lights is where memories are made – and the photo booth makes them official; A record crowd gathers at East Troy Village Square Park to help Santa, Mrs. Claus debut year 6 of East Troy Lights; Culver's Scoopie vs. the Trojan is a Community Night dance showdown for the ages.



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See more Behind the Scenes footage at EastTroyLights.com!



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Live at The Hive

This spring, sit back and enjoy live music events from a variety of talented musicians on Saturday nights from 7 to 10 p.m. at The Hive Taproom, W2463 Country Road ES, East Troy.

Music Line-Up

March 14 – Chad Hell
 March 28 – Matt Krahula
 April 4 – Charles Rae
 April 11 – Will Ulrich
 April 25 - Chad Hell
 May 3 – Sunny Roselle
 May 9 - Mr. E.

Trivia

Test your Trivia skills every Thursday, beginning at 7 p.m. Bee there with your team (up to six people) for a fun night of friendly competition.

About the Hive

With a focus on locally-sourced ingredients and starting with raw, local honey, The Hive brews its session mead with produce from across Wisconsin. A range of flavor notes greet you with 14 taps of distinct session meads brewed with hops, Door County cherries, Valentine coffee, aged in bourbon barrels, and more.

Stop in or visit the Hive's website for a calendar of weekly trivia, live music, plus other special events throughout the year.

For more information, visit drinkswaggle.com.

CALENDAR

• CONTINUED FROM PAGE 3

The event will feature pictures with the Easter Bunny and an egg hunt.

The menu will feature starters, a large variety of main courses, and dessert. Walk-ins welcomed.

Call for reservations at (262) 378-8888 or email thevenueeasttroy@gmail.com.

18 – Railroad Opening Day

The East Troy Railroad Museum's regular season starts on Saturday, April 18.

Trains run Saturdays only through May 30. Starting May 31 through August 30, trains run every Friday, Saturday, and Sunday.

Price: Adults are \$17. Seniors and those with Military ID ride for \$14.50, Children 3 to 14 are \$11. Children 2 and under are free. Members ride for free. For more information, visit easttroyrr.org.

MAY

1 – East Troy's First Fridays Kick-Off

Get ready for a night bursting with creativity and community spirit at East Troy's first First Friday of the season! "East Troy Creates" on Friday, May 1, from 5 to 8 p.m. at East Troy Village Square Park, 2881 Main St.

Watch the square transform into an open-air art studio and makers' market

Mark your calendars for a series of special events at East Troy Village Square Park on the first Friday of the month, May-September.

For more information, visit easttroy.org.

2 – Run For The Roses Vegas Style

The East Troy Gridiron Club will host Vegas Night beginning at 4 p.m. on Saturday, May 2, at East Troy House, 2093 Division St.

The event will feature heavy appetizers by Toothpicks Catering, Vegas games, live music by Big Al Wetzel Band, raffles, and much more. Dress to impress in Derby style.

Tickets are \$60 each or four for \$200 in advance and \$75 at the door.

Proceeds benefit East Troy youth and East Troy High School football programs.

Register at easttroygridiron.com.

Seasons Bright: Disco ball display supports East Troy Lights



This holiday season, supporters were able to give the gift of East Troy Lights — choosing between a dazzling disco ball or ornament customized with their recipient's name to be displayed in the East Troy Lights Tunnel all season long.

Each gift helped the East Troy Area Chamber of Commerce fill the East Troy Lights Tunnel with sparkle and shine by New Year's Eve.

Each purchase supported the 100-percent community built magical light display and will help keep East Troy Lights twinkling for decades to come.

East Troy Lights Disco Ball Designees

Alice Rohrer
 Arlene Jarvis
 Avorie Murphy
 Brecken Watkins
 Captain Sharp
 Claudia Felske
 Devin Ruelle
 Dylan Jakscht
 Felskes
 Goliath
 Grothmann Family
 Gwen Erickson
 In memory of Kyle Zagorski
 Jane Tanis
 Javi McCormack

Jay Taylor
 JEMZLFJ Halkin
 Julie, Michael & Thomas Cotter
 Karen Arestides
 Kratochwill Family
 KV Halkin
 Kyle Zagorski
 Lincoln Braun
 Love you Jeffica
 Love you Nina
 Lucy & Henry
 Marlene Hanson
 Mikey & Liv Dibs
 Oakley May
 Osiris

Porter Atkinson
 Redd Ramlow
 Rhode Family
 Ronnie Siemers
 Scott Tanis
 Serota Family
 Thad Seymour Jr
 The Clines
 The Young Family
 Thea Atkinson
 Tommy McCormack
 Wilder Murphy
 Willa Watkins

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EAST TROY LIONS LODGE
EDWARD JONES-
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 East Troy House Bingo
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 Karina Staffeldt

MAGIC MAKERS



Jamie Rohrer
 Vanessa Lenz
 John Vilanj
 Brett Foster
 Charlotte Reitz
 Caleb Nader

James R. Taylor & Sons
 Haley Taylor
 Luci Taylor
 Jimmy Taylor
 Stevie Taylor
 Jim Taylor

2894 On Main
 Rick Strieter
 Todd Kiersztian

Allan ICS
 Connor LaFreniere
 Chip Seib
 Tim Stockton
 Ann Zess
 Ted Zess

Citizens Bank
 Baily Kaiser
 Lea Sperle

East Troy High School
 Stacey Kuehn
 Mike Hoff
 Mike Mass
 ETHS Tech Ed Students
 ETHS Drumline
 ETHS Pom & Dance
 ETHS Titan Cheer
 ETHS Choir

East Troy Middle School
 David Murphy

East Troy Schools
 Taylor Baumeister
 Nick Bertino
 Kelly Fitch
 Quinn Fitch

East Troy PTO

East Troy Volunteer Fire Department
 Chief Joe DeGarro

Little Prairie Primary School
 Lindsey Harris
 Jennifer Ledin

Prairie View Elementary School
 Mark Weerts

Hill Valley Dairy
 Ron Henningfeld
 Josie Henningfeld
 Rayla Henningfeld
 Leni Henningfeld

Home on the Square
 Dan Moody
 Molly Moody

Provisor
 Carrie Wales
 Chad Wales

PuraVida Massage
 Jessica Thompson

Reitz Media

Ruelle 2 Renew

Mary Ruelle

Sauced Pizzeria
 Jonny Lenz
 Sarah Manke
 Rachel Haraldsen
 Dawn Froelich

Spotlight Real Estate
 JoAnn McCormack
 Rachel Tanis

Tent Events

John Biersack

The Hive Taproom

Ayla Guild

Twilight Tree Service

Askin Morgan

Village of East Troy Department of Public Works

Doug Gauger

Derek Gauger

Chris Stencel

Jason Equitz

Steve Nelson

Village of East Troy Police Department

Police Chief Jeremy Swendrowski

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 Chris Alexander
 Sara Atkinson
 PJ Blah
 PJ Blah
 Carly Brahm
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 Stacey Busateri
 Caitlynn Carlson
 Nathan Cox
 Andrew Cegielski
 Kevin Delap
 Madison DePue
 Teagan Dopke
 Adam Duda
 Rae Equitz
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 Noah Faz
 Josiah Faz
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 Dani Foster
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 Bruce Frank
 Carla Galler
 Elle Guest
 Zoey Halin
 Colleen Henningfeld
 Case Huckstep
 John Jacoby
 Rachel Jones
 Evvy Keating
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 Kim Price
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 Justin Rohrer
 Devin Ruelle
 Ximena Schreiber
 Heather Seager
 Hailey Serbiak-
 Severson
 Dannett Smith
 Sherrie Stamm
 Megan Stoychoff
 Lisa Tibbals
 Amelia Tribble
 Sam Valentine
 Sara Vogt

my life imagining a life that “could have been.”

Vanessa: East Troy Lights isn't just a holiday light show – it's a community-built tradition, powered by your local businesses, neighbors, volunteers and people who believe that a little magic makes a big difference in our small town.

Because this isn't a store-bought display dropped onto the Square, we have the freedom to dream bigger every year. East Troy Lights is designed and built by our community, which means we can keep evolving, surprising and creating new interactive moments that you won't see anywhere else.

We challenge ourselves to impress you each season and we love delivering something that makes you stop and smile.

The entire East Troy Community School District, from 4K to 12th grade, along with local businesses, attractions, and residents, come together to make this event happen year after year.

We've seen incredible growth over the past six years, despite working with limited resources. None of this would be possible without our community partners and the countless volunteers who dedicate endless hours to bring this vision to life.

A special thanks goes to Jamie, whose creativity and leadership continues to push us to do more than we think we can do and fuels this project's success.

Q: What's something behind the scenes that most people don't know?

Jamie: I think every year the light show has only gotten harder (and not just because I've made it harder by doing more).

Much of the equipment we've designed was never intended for

multi-year operations. I don't know if anyone foresaw East Troy Lights gaining as much traction as it has.

Almost every year the equipment (Candy Canes, Glowstones, simulators, light control boxes, etc.) requires a retrofit to adapt for increased demands and to fix obvious problems encountered during the previous years.

The Candy Canes especially have had a doozy of a time. Most of their speakers are only half working at this point (and that's even with having replaced a significant number of them).

Vanessa: East Troy Lights is more than just a light show. East Troy Lights shows how a community can creatively attract new visitors during the off/winter season.

We launched this event during the height of the pandemic (in December of 2020) when we should have closed our doors.

Since then, East Troy Lights has attracted tens of thousands to the downtown square (during a previous non-peak season), providing a massive audience to enjoy and interact with the lights while giving new life to East Troy and its businesses for the holiday season.

Today, East Troy Lights draws more than 15,000 local, day trip and overnight visitors and upwards of \$700,000 in spending in our community.

Q: What does your team have planned next? (Spoilers welcome)

Jamie: Oh goodness – I think something simpler.

We've been pushing all our technology and abilities to the extreme for a few years now, and I think we just need to step back a little and take some of what we've learned and implement it in unique / interesting ways.

For instance, we've talked about launching a large-scale Easter Egg Hunt for years, and this year, we're doing it (utilizing technologies and ideas we've implemented in the past).

Vanessa: We are always looking to go bigger and better with both the light installations and the accompanying events. At this point, if we can fund it, we can do it!

I want to lean even further into those Hallmark-movie moments – think real reindeer on the Square, charming little wooden huts filled with seasonal vendors, and yes... another tunnel (because two magical walk-throughs just aren't enough).

The goal is to keep layering in those cozy, storybook details that

make you feel like you've stepped straight into a holiday film, only this one is happening right here in East Troy.

Do you have something you want to see or are you looking to help?

This is your opportunity to get involved. For more information visit easttroylights.com or email vanessa@easttroy.org.

Q: Why do you keep coming back for more?

Jamie: I don't know. Lol.

Vanessa: What keeps me coming back every year is the moment our community gathers for the debut of East Troy Lights and Santa on the Square. No matter how much work, stress or uncertainty leads up to it, that night never fails to bring happy tears.

Watching the crowd grow larger each season – feeling the shared anticipation, the countdown, the collective excitement – is something truly special. It reminds me why we do this.

Seeing the one-of-a-kind East Troy Electric Railroad's Santa Parade Train roll through town, hearing the East Troy High School Band Drumline echo across the Square and watching the East Troy Volunteer Fire Department help create that unforgettable entrance – it feels like a scene straight out of a movie. And when Santa lights the Bob Barutha Memorial Christmas Tree and the first show begins, it becomes one of those rare, shared community moments you can't manufacture.

That feeling of thousands of people experiencing something together is what keeps me coming back for more.

And, of course, seeing wide-eyed kids creating the kind of magical memories they'll one day insist were “even bigger and brighter back in my day.”

Q: What do you hope East Troy Lights becomes long term?

Jamie: I mean, I hope it continues to grow.

More lights are always nice, but growth doesn't have to mean more lights. This year we focused a lot more on the tree lighting ceremony and adding a little bit of uniqueness to it.

Ideally, we would find a way to make East Troy Lights a bit more sustainable.

Obviously, our donors and sponsors – like James R. Taylor & Sons – are very important to the continuation of the tradition, since – besides my own time and money – it's the only other funding the light



REITZ MEDIA Good Neighbors



VANESSA LENZ Good Neighbors



REITZ MEDIA Good Neighbors



clockwise from top photo: Students from East Troy High School, under the direction of John Vilanj, Mike Maass and ETHS tech ed teacher Mike Hoff (not pictured), were instrumental in lights set up and construction at East Troy Village Square Park; Christina Van Zelst (center) brought the FOX6 News Team to chat with East Troy Lights creator Jamie Rohrer & East Troy Area Chamber of Commerce Executive Director Vanessa Lenz after strong winds and heavy snow damaged key holiday light displays ahead of opening night; Hill Valley Dairy's Ron and Josie Henningfeld were among volunteers always willing to lend a hand, no matter what the temperature or time; John Vilanj (from left) and Connor LaFreniere and Chip Seib of Allan ICS prepare for the New Year's Eve Ball Drop.

VANESSA LENZ Good Neighbors



Evvy Keating puts together a mini tree in preparation of Santa's arrival.

VANESSA LENZ Good Neighbors

show gets.

Vanessa: I hope East Troy Lights continues for decades to come as something families plan for year after year and children grow up with as part of their core holiday memories.

I would love for it to become a true rite of passage for East Troy kids, whether that's volunteering, helping build elements of the show or bringing their own families back one day.

At the same time, I see it continuing to grow as a regional tourism driver that puts East Troy on the map in a meaningful way.

It has the potential to showcase our creativity, our collaboration and the strength of our small-town spirit.

If we can keep building it together, I believe it can become one of those signature experiences that defines who we are as a community – The Village of Lights!


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Eggxcellent Cafe is a cozy, locally owned breakfast and lunch spot serving fresh, made-from-scratch dishes in a welcoming, family-friendly atmosphere.

The cafe was created with a simple goal: to offer delicious, high-quality food in a place that feels like home. Its menu is designed with variety in mind, offering something for every appetite –from lighter, health-conscious options such as fresh fruit and granola to hearty breakfast skillet and flavorful, Mexican-inspired specialties.

Since opening, Eggxcellent Cafe has welcomed both local residents and visitors, creating a comfortable space where good food and good company come together.

Whether stopping in for a quick cup of coffee and breakfast or gathering with friends for a relaxed lunch, guests are invited to slow down and enjoy a meal made with care.

Open Monday to Saturday 6:30 a.m. to 2:30 p.m. and Sunday 6:30 a.m. to 2 p.m.

For more information, email eggxcellentcafewi@gmail.com.



Eggxcellent Cafe is building a big fan base by serving up that can't-get-enough-of-it flavor – from fresh ingredients to homemade salsas – making every bite worth savoring.

PHOTO SUBMITTED Good Neighbors



History made. The East Troy High School wrestling team advanced to the WIAA Team State Tournament for the first time in 20 years, competing in La Crosse and marking a milestone moment for the program. Team members include (front, from left) Brady Collins, Arlan Kehl, Landen Bogard Sean Cain, Adam Schrieber, Brady Singtime, Logan Hendrickson, Taylen (Dale) Albrecht, (back) Coach Lamb, Coach Holle, Levi Betts, Ethan Kaye-Masch, Case Huckstep, Owen Feucht, Nolan Pluess, Chase Farris, Brady Daniels, Max Gonzalez, Archer Stoychoff, Jack Pluess, Carter Cooper, Mason Reichenberger, Lachlan Hartje, Coach Edwards, Trevor Lami and Coach Bruce. Collins, Bogard, Gonzalez and Pluess are also headed to state as individuals.

MELANIE STONE PHOTOGRAPHY Good Neighbors

SCHOOL TRADITIONS • CONTINUED FROM PAGE 4

packed gymnasiums, on stage beneath bright auditorium bulbs and in art rooms filled with creativity.

With more than 22 varsity sports and over 25 student clubs, generations of Trojans have found their place, built lifelong friendships and worn their school colors with pride.

Since 2015, that tradition of excellence has continued, with 39 Rock Valley Conference

championships, 10 sectional titles, six sectional runner-up finishes and two team state championships, along with more than 111 individual state qualifiers – the kind of moments that turn into stories retold for years.

This year, ETHS has earned two conference championships and sent 11 individual athletes to state in their respective sports. The wrestling team also

advanced to the WIAA Team State meet.

From the sound of jazz, concert and symphonic bands echoing through the halls to standing ovations for choir performances and award-winning student artwork showcased with pride, East Troy's music and art programs, remain a cornerstone of a high

• CONTINUED ON PAGE 10

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Shoppers have plenty of vibrant storefronts to choose from on the East Troy Village Square, home to an impressive collection of locally owned boutiques and specialty shops. Among them is Home on the Square, known for its thoughtfully curated mix of high-quality domestic and international goods tailored specifically to Midwestern tastes.

VANESSA LENZ *Good Neighbors*

LIVE LIKE A LOCAL • CONTINUED FROM PAGE 4

If you've ever wanted to feel the proverbial heartbeat of East Troy, check out our most notable landmark, East Troy Village Square Park, which has a long history as the backdrop for community events like East Troy Lights, Brewfest and East Troy's Memorial Day Weekend Corn and Brat Roast.

The bandstand in the park's center provides the perfect selfie

opportunity and between the people buzzing in and out of the surrounding businesses and cars making their way around the heart of East Troy, there's rarely a dull moment.

And if there isn't a crowd, you can always sit back and relax near the picturesque bandstand in the park's center that is an integral part of the village.

REFERENDUM • CONTINUED FROM PAGE 4

The 2026 operational referendum is about sustaining momentum and protecting progress of student achievement, programming and retaining and attracting quality staff.

Approval would allow East Troy schools to continue investing in students, supporting staff, and providing the educational experiences our community values.

Like many districts in Wisconsin, there is a gap in operational funds to run the district's day-to-day operations as revenues have not kept pace with inflation.

This state-wide problem has resulted in the East Troy Community School District doing \$10.2 million in budget balancing efforts over the course of the last 19 years.

Q. How has the district done its part to control local property taxes?

A. ETCSD's tax mill rate has been at or below the state average for the last several years.

In the nine years leading up to the 2023 approved operational referendum, school taxes have gone up an average of 1.03 percent per year.

The 2023 \$3 million, three-year operational referendum was originally estimated to have a \$140 per \$100,000 of property value impact, but was \$116 in 2023-24, \$111 in 2024-25 and \$104 for 2025-26 (this operational referendum will be expiring at the end of this school year).



The East Troy High School boys basketball team celebrates clinching the Rock Valley Conference championship with a win over Whitewater – marking the program's first conference title since 2020. Team members include (front, from left) Mason Phillips, Carter Swendrowski, Cole Pettijohn, Cameron Polvi, Drew Chapman, Mason Beaver (back) Coach Wenzlow, Coach Hoffman, Jaylen Hoffman, Connor Sickler, Ethan Callahan, Brayden Golabowski, Brayden Phillips, Coach Phillips, Coach Gulig and Coach Fierst.

MELANIE STONE PHOTOGRAPHY *Good Neighbors*

SCHOOL TRADITIONS • CONTINUED FROM PAGE 9

school experience many alumni still remember fondly.

At ETHS, the spring musical, Solo & Ensemble, the historic Band-O-Rama, along with other art and music events, will highlight the upcoming season.

German Hamburger Rolls

If you grew up in East Troy, you probably still remember the sound of lunch trays sliding along metal rails and the hopeful glance at the day's menu items in the cafeteria at East Troy High School.

There was always a mix of anticipation and suspense. Would it be fish sandwich day? Pizza squares? Nothing – nothing – compared to the thrill of "German Hamburger Roll" day.

For many alumni, that warm, savory meal wasn't just lunch. It was



The East Troy High School girls tennis team captured the Rock Valley Conference title last fall with 38 points, earning their seventh consecutive championship. Team members included (front, from left) Kendyl Feucht, Cadence Kehl, Aubrie Cherek, Mia Taylor, Elliot Van Buren, (back) Kaylee Kohley, Raegen Feucht, Irelyn Loomis, Taylor Korpela, Megan Meeks and Avorie Murphy. State-bound standouts included Aubrie Cherek in singles and the doubles duo of Irelyn Loomis and Raegen Feucht. The program is led by Coach Dave Lindow, a multi-Coach of the Year honoree.

PHOTO SUBMITTED *Good Neighbors*



Keeping a longtime local tradition alive, Avi Foster and 700 local school children hang their illuminated ornament – designed and created in the East Troy High School Fab Lab – on the mini trees at East Troy Village Square Park in preparation for Santa's arrival and the debut of East Troy Lights

VANESSA LENZ *Good Neighbors*

a highlight of the school week.

The love for that iconic cafeteria favorite has never really faded. In recent years, East Troy Brewery has brought the German Hamburger Roll back as a pop-up menu item, drawing crowds eager for a taste of their childhood. And at a sold-out fundraiser hosted by St. Peter's Church, the legendary recipe, created by Bella Adamski, returned to the spotlight once again.

Some traditions live in trophy cases. Others live in the smell of a warm sandwich and the memory of a cafeteria full of friends.

Santa on the Square

For as long as anyone can remember, students and staff in the East Troy Community School District have been woven into the fabric of the community – not just

learning in its classrooms but giving back to the town they call home.

Many former and current students still hold tight to the first Friday in December, the day before Santa arrives and, in recent years, the glow of East Troy Lights fills the park.

On that morning, nearly 700 elementary students bundle up and travel to East Troy Village Square Park, carefully hanging handmade ornaments on evergreen trees, their laughter drifting through the crisp winter air as the holiday season quietly begins.

In 2020, that tradition grew even more special. Students in the East Troy High School Fab Lab began designing and creating illuminated ornaments for the younger children to hang – a simple but meaningful gesture connecting one generation of Trojans to the next.



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ADAM:

- ✓ Long-time public servant
- ✓ Committed to proactive, fiscally responsible, and transparent Village government
- ✓ Servant leadership and dignified collaboration in decision-making
- ✓ Believes every resident deserves a positive, respectful experience with Village government
- ✓ Committed to planning ahead to avoid costly repairs



VALUES:

- ✓ Civil, respectful dialogue between Trustees and residents
- ✓ Best outcomes through collaboration and collegiality among Trustees

PRIORITIES:

- ✓ Growing Village tax base using sustainable development
- ✓ Proactive strategic planning to ensure long-term Village fiscal strength

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