

Good

EAST TROY
— AREA CHAMBER of COMMERCE —

NEIGHBORS

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East Troy gets ready for **Best Summer Ever!**



Summer is one of the best times to enjoy East Troy (along with winter, spring and fall of course.)

With temperatures that are perfect for getting outside and more to do than ever before, it could lead to a historic summer for local businesses.

“East Troy’s seasonal playground of festivals and al fresco dining is a huge strength,” said Vanessa Lenz, East Troy Area Chamber of Commerce Executive Director.

“Summertime is when East Troy comes alive, and this season is expected to be bigger and better than ever.”

Many of your favorite events and activities will return this summer, along with several new ways to embrace time outdoors with close friends and family.

Another factor in East Troy’s projected summer boost in spending is more dollars to spend on marketing efforts.

This summer, the East Troy Area Chamber of Commerce will launch an unprecedented technology driven, city-wide scavenger hunt, blending modern electronic elements like moviesque Laser Mazes with engaging physical and logical challenges.

The 2024 Scavenger Games: The Ultimate Citywide Adventure will launch on three dates with help from a \$28,296.75 Joint Effort Marketing (JEM) Grant from the Wisconsin Department of Tourism.

“We’re thrilled to bring this new event to East Troy and to have the backing of Travel Wisconsin to continue to boost tourism and amplify East Troy’s economy,” Lenz said.

“During Scavenge East Troy, teams (of up to 6) will traverse the town,

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Must-Do

The single best summer event calendar

May 11

PTO End of Year Bash

The East Troy Elementary PTO will host its 3rd annual End of Year Bash from 2 to 5 p.m. on Saturday, May 11 at Little Prairie Primary School, 2109 Townline Road.

Celebrate the end of the school year, get to know local organizations and enjoy music, food and kid-friendly activities. For more information, email ete.pto.pres@gmail.com

May 12

Local Charm Pop-Up Mother's Day Brunch

Local Charm Pop-Up will host a Mother's Day Brunch Buffet on Sunday, May 12 at The Social Affair, 2919 Main St., East Troy.

Local Charm makes its food from scratch featuring locally sourced products.

Tickets are \$59 per adult and \$22 per child. Purchase at localcharmpopup.com.

MAY 24-26

32nd annual Community-wide Rummage Sale

The East Troy Area Chamber of

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10 things to check off your Summer Bucket List

Summertime is when East Troy comes alive.

Here are 10 quintessential summer activities to enjoy in East Troy —everything from splashing in the waters of Booth Lake to enjoying a pizza with farm-to-fork ingredients.

1. Take a Selfie at East Troy Village Square Park

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.

During the summer months, 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.

2. Eat Pizza on the Farm

Grassway Organics, W2716 Friemoth Road, in East Troy, hosts Pizza on the Farm events on Friday and Saturday nights, May 5 through Sept. 29, baking pizzas using only organic ingredients on the farm's on-site wood fired pizza oven.

Pizza is served rain or shine from 4 to 8 p.m. on Fridays and 2 to 8 p.m. on

Saturdays. Live music starts at 4 p.m. For more information, visit grasswayorganics.com.

3. Experience East Troy's Fourth of July Parade

East Troy goes big for its Fourth of July Celebration, and nothing beats the East Troy Lions Club's Parade, which will step off at noon on Sunday, June 30 with the theme

“Music of the Ages.”

Expect to see the largest parade in the area, residents dressing up their yards and themselves in patriotic garb, food and drink specials on the square and lots of red, white and blue.

The East Troy Lions Club's annual Fourth of July Celebration will run

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East Troy Village Square Park will host a full slate of events in Summer of 2024 such as East Troy's First Fridays, the 2024 Scavenger Games, Brewfest and East Troy's Memorial Day Weekend Corn and Brat Roast. Find a full schedule at easttroy.org.