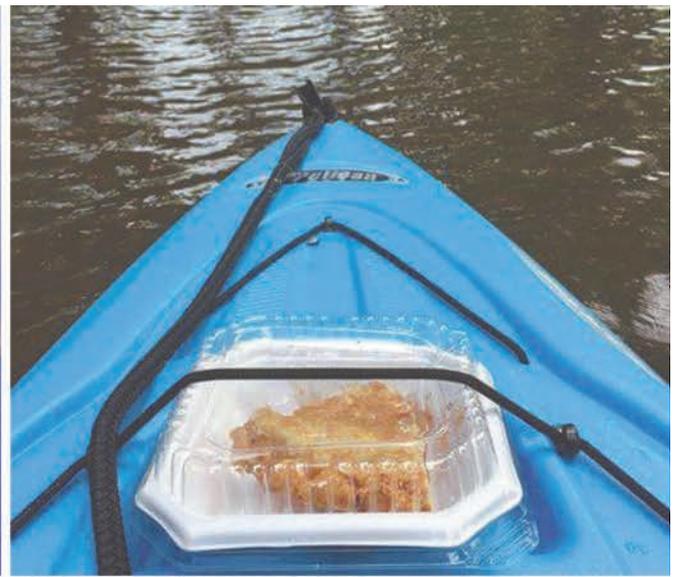
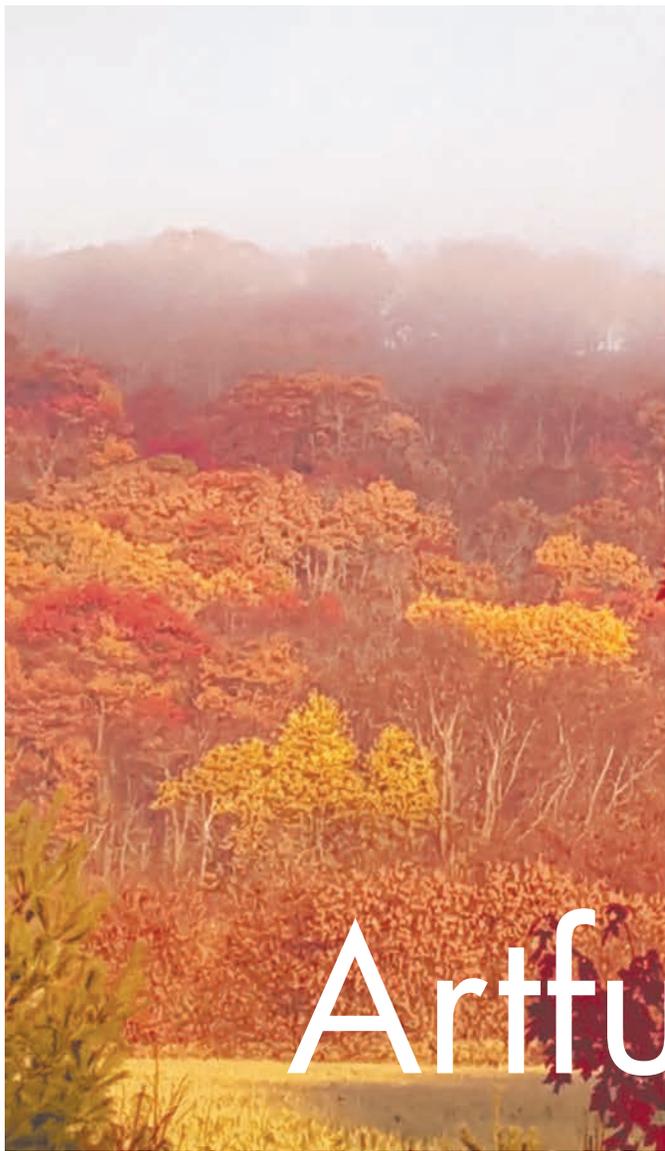


THE TRAVELER

2019

MAIDEN ROCK . PEPIN . STOCKHOLM

FREE



Artfully Authentic

Photo credit: Bluffs in fall, event on Spring Street, Alan Nugent. Frozen Lake Pepin, Nan Michaud. Kayak with pie Stockholm Pie & General Store

There's a little bit of magic in the small village of Stockholm.

It's in the shimmering waters of Lake Pepin, where eagles cavort, and in the sound of wind whistling in the trees on the towering limestone bluffs. It's in the friendly faces on the sidewalks and in the cafes. It's in the welcome of the shopkeepers, who asked, "How's your day going?" and truly want to know.

The 66 year-round residents of historic Stockholm embrace the arts, culture, music, great food and fashion, as well as history, conservation and the environment. They already know about the magic. Visitors can find it everywhere they look.

It's only 90 minutes by car from the big cities, but the village embodies a slower, calmer pace of life. While it may be a bit rural, it's anything but old-fashioned.

The village is consistently ranked as a world-class shopping destination. Artists and shopkeepers embrace the "shop small, shop local." The money spent goes back into this small community. With the unique variety of independently owned shops you can easily spend a day exploring and discovering all kinds of treasures. Including art work and handicrafts made by local artisans, stunning imports celebrating the Swedish heritage of this small town, high end kitchen and entertaining supplies and classy clothing.

Need to get your blood flowing? Grab a free blue bike and pedal, either solo or in tandem. Dare to tackle the hills. Another option would be to bring a kayak or canoe to explore by water with a convenient boat launch right in the village park. If you are looking for a hike, head up to Maiden Rock Bluff at the end of Long Rd for quintessential bluff views. Be warned of the rustic trail and watch for wildlife!

In the mood for a break? You will find world famous pie, artisan breads, great cocktails, and food galore in the charming eating establishments. We highly recommend taking it to go for an impromptu picnic down by the water at the village park on the shores of the mighty Mississippi River.

Ready to be entertained? Music and theater lovers flock to the performing arts center (in a former 100-year-old opera house located in the village) for an intimate, community centric entertainment experience. If that's not enough, pick from a diverse offering of events. With things like wine trail tours, art studio tours, parades and bicycle rides there's always something fascinating to see, to do, to hear and to experience.

All of this makes for an extraordinary vacation spot, with lodging options fitting every budget and group size. You can find accommodations for the folks looking for a camping getaway to the traditional B&B and cozy inn to the large group retreats.

There's more than shopping here, too. There's history at the museum in the former Stockholm post office. There are conservation efforts to learn about through the extraordinary local non-profits.

As the colors start to fade and a chill starts to set

Artfully Authentic continued on page 8

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Published by:
The Stockholm Merchants Association
P.O. Box 620
Stockholm, WI 54769

United to Save a Disappearing Lake Pepin

by Mac Becco, Communications Director, LPLA

Visit once, fall in love forever. Lake Pepin is the best kept secret along the entire Mississippi River. Its awe-inspiring beauty often catches first-time visitors off guard. Roadside vistas, small town charm, and rich wildlife attract people to stay longer than expected and return often. More than just a lovely place to visit, however, Lake Pepin is a critical resource to the communities and wildlife that call it home, and a vital component of the broader ecological system.

With so much dependent on Lake Pepin, it's hard to imagine what would happen without it. And yet, that's the future we face without intervention.

Excess sediment is filling the lake and mucking its water. Sediment loads—the size of a city block filled to the height of the Foshay Tower in downtown Minneapolis—accumulate in Lake Pepin every year. With sedimentation rates 10x above normal, the lake is in a fight for survival. It has two water quality impairments and is expected to prematurely disappear in just a few generations.

The impacts are most dramatic in upper Lake Pepin: backwater bays are vulnerable to ecological collapse, boat groundings have increased in frequency and severity, recreational opportunities have sharply declined, and communities are inflicted with economic stress when isolated from the main water. The proliferating impacts jeopardize Lake Pepin's broader ecological role as a globally significant bird area and water filter for the rest of the Mississippi River.

Lake Pepin Legacy Alliance (LPLA) is a grassroots organization dedicated to saving our disappearing lake. Formed by residents in 2009, LPLA builds on a long history of local activism to protect the lake and is now supported by over 500 contributing members. LPLA uses the tools of community engagement, science, and public policy to improve water quality, habitat, and accessibility in Lake Pepin.

As the only organization focused solely on Lake Pepin sedimentation, LPLA advocates for sedi-



Sediment plume that formed after heavy rainfall upstream. Photo credit: Wendy and Dick Dart.

ment reduction, but also local restoration projects. The Minnesota River is the epicenter of upstream mitigation efforts because it contributes 80-90% of the sediment to Lake Pepin, but after 10 years and millions of dollars spent, less than 1% of its load has been reduced. The Minnesota Pollution Control Agency (MPCA) is working on a revised sediment reduction plan, but LPLA isn't waiting decades to improve local conditions.

With member support, LPLA spearheaded and started fundraising for a large-scale habitat restoration project for Lake Pepin's most vulnerable areas. This work is necessary to maintain current uses, reverse ecological degradation, and redirect sediment input to have less overall impact. Without it, the head of Lake Pepin will slowly deteriorate, impacts may become irreversible, and the option of restoration will likely become cost-prohibitive.

Like other habitat restoration projects in the Upper Mississippi River, the Army Corps of Engineers (ACOE) will work with partners to dredge sediment build-up, construct new land features, and plant vegetation to improve water quality and create fish and wildlife habitat. The land features will provide additional habitat, but are also strategically designed to redirect sediment flow and reduce wind and waves that stir-up sediment in important backwater areas.

As of February 2019, LPLA has tentatively secured over a \$1 million of project funding, which could be enough to start construction in Spring 2020. The project was also selected for a national pilot program that will increase federal funds and broaden the scope to include direct benefits for recreation, including improved access to the harbor in Bay City, WI.

Habitat restoration may not solve Lake Pepin's sediment problem, but it will protect critical parts of it from being lost to people and wildlife forever. The project is also a testament to the people who use, know, and love the lake. It's everyday people who created LPLA, documented impacts, and paved the way to improvements that would not otherwise happen. It shows that united, we can move mountains.

Lake Pepin Legacy Alliance (LPLA) is grassroots organization spearheading local restoration and advocating for upstream sediment reductions to protect Lake Pepin for future generations. For more information and support their efforts, visit: www.lakepepinlegacyalliance.org. ❀



Lake Pepin. Photo credit: Jay Olson Guide © 2016

DID YOU KNOW?

Lake Pepin is the largest lake on the Mississippi River!

There Comes a Time

Late February, early Spring, Northern Wisconsin

There comes a time when you have to go outside and notice something: the lace edge of an undercut patch of snow thawing or the uncovered still-green fern leaves of yarrow or the furred lamb's ear, the stubby fingers of sedum, the praying leaves of iris, green flames of daisy leaf or tiny hands of rue.

There comes a time for the heart not to be a river but just to be a sign of something melting on a hillside facing south. Just a simple seeping in, then puddling, meandering, just a going anywhere, sliding on its own self is what heart wants.

Because too long a man's heart can be a stone of winter, ice unable to think of root or flower or even shiny pebbles wet with light. But this time, this heart, this man stands up and hears the songs of birds becoming keys unlocking something bright to go outside and be.



Poem by John Graber, the defacto poet laureate of Stockholm. He's a long time resident of the village and has taught many locals the art of words.

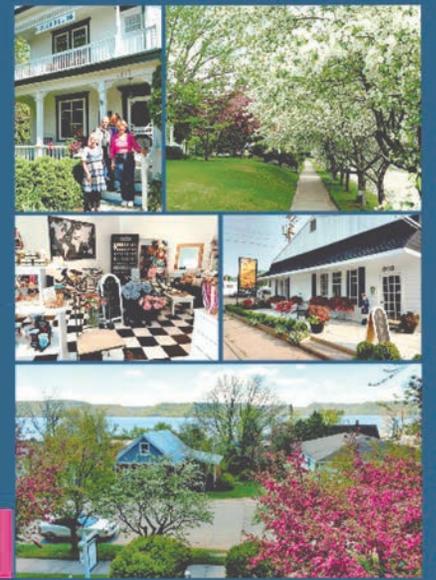
Harbor Hill Inn & GENERAL STORE

Visit us in Pepin at the Harbor Hill General Store for Gifts, Games and Toys from around the world and here at home—plus Pepin Sweatshirts, Hats, Tees & Souvenirs. Our store is brand new and we look forward to serving you.

If you plan to stay in the Pepin area, we invite you to enjoy the Award Winning lodging of our Harbor Hill Inn. Overlooking the Mississippi River and Lake Pepin.

We are #1 on TripAdvisor.
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STORE: 309 Great River Road • INN: 310 2nd Street
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Laura Ingalls Wilder Museum & Gift Shop

306 Hwy 35 - Pepin, WI

Open 7 Days a Week
May through October
10 a.m. - 5 p.m. daily

Visit us! Learn about the history of this beautiful region and the era in which Laura lived

www.LauraIngallsPepin.com

Mark your calendar for

Laura Ingalls Wilder Days

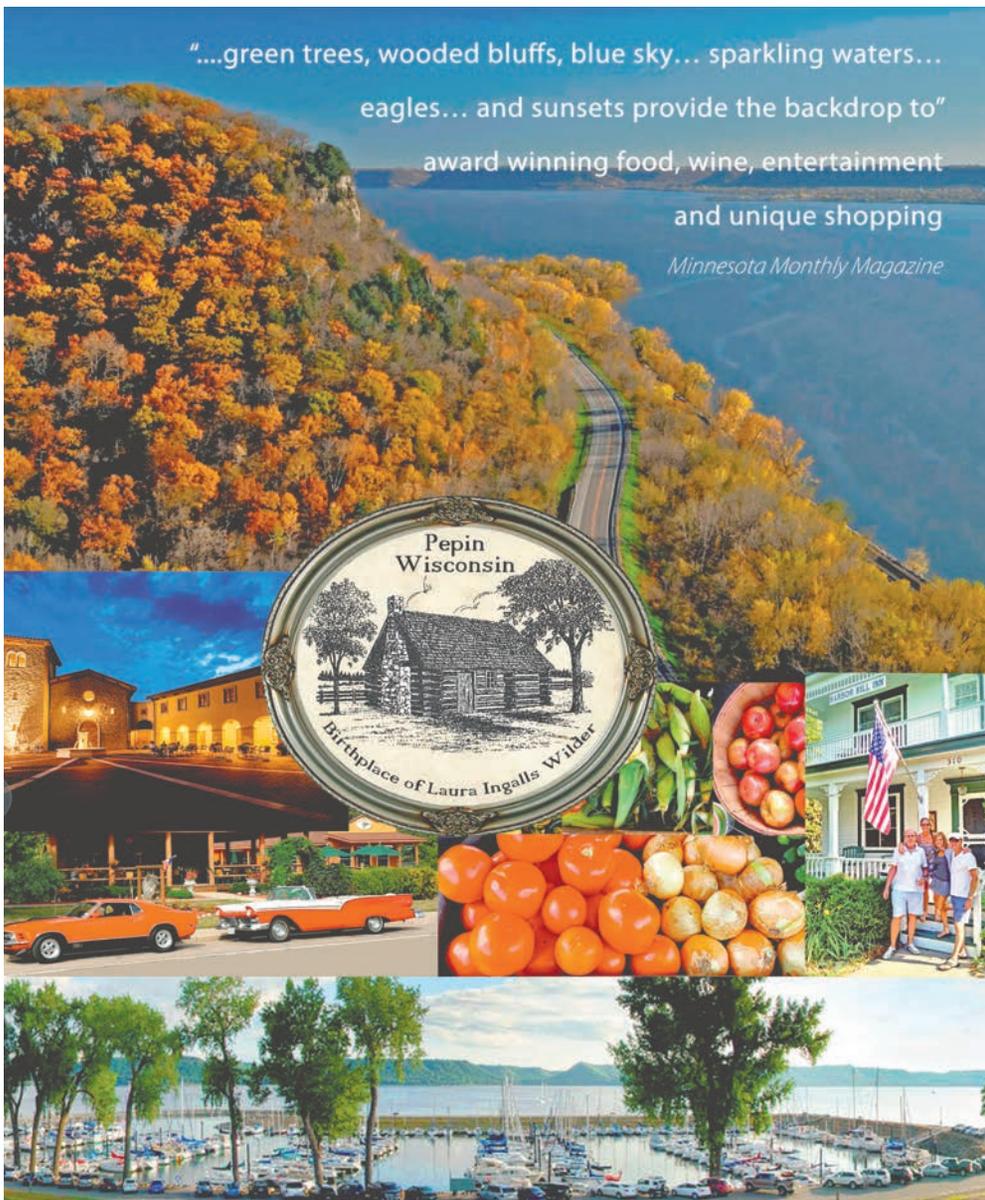
September 14 & 15, 2019

A family-oriented event!

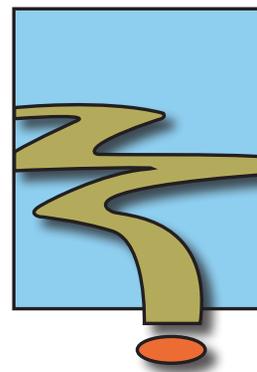
www.LauraDays.org



"...green trees, wooded bluffs, blue sky... sparkling waters... eagles... and sunsets provide the backdrop to" award winning food, wine, entertainment and unique shopping
Minnesota Monthly Magazine



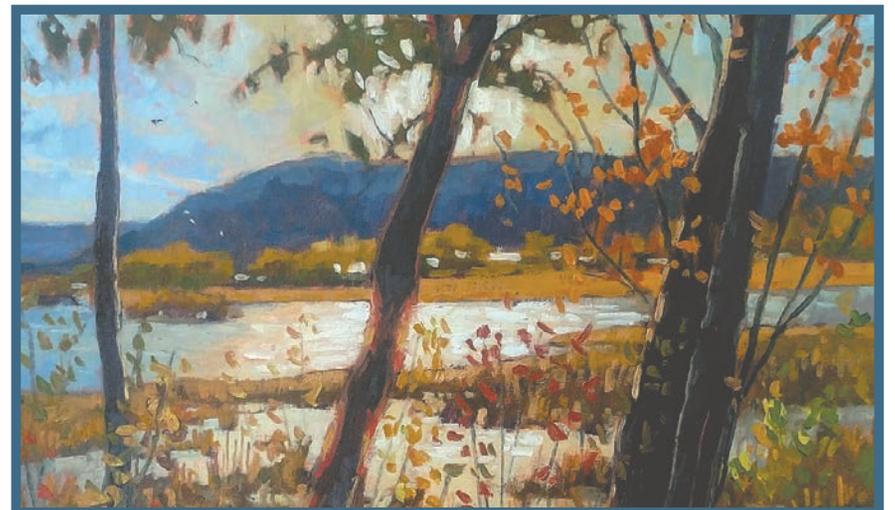
21st Annual



FRESH ART

Two self-guided art tours throughout Pepin and southern Pierce Counties in West Central WI

Join us!



Plein air oil painting by Matt Anderson

FreshArt.org

2019 June 7,8,9
October 4,5,6

White House Inn

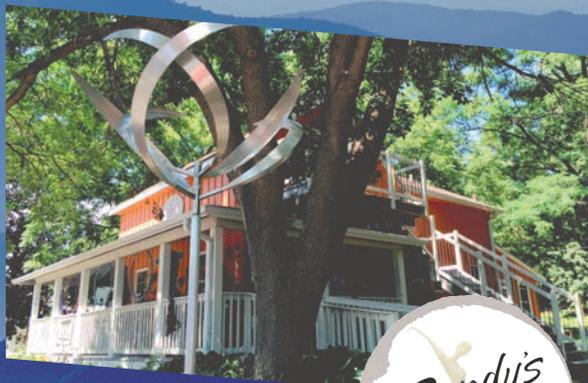
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www.whitehouseinnstockholm.com

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The Purple Turtle

ARTISAN COLLECTIVE

N2020 SPRING ST, STOCKHOLM, WI

2019 Events

- April 13: CLASS - Acrylic/Resin Flow Art
- May 2 - 5: Purple Turtle Garage Sale
- May 10: Gallery Opening Reception
- June 7 - 9: Fresh Art Featured Artists
- June 14: Gallery Opening Reception
- August 9: Live Music / Opening Receptions

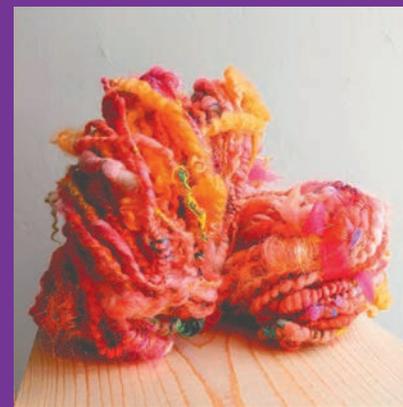
Visit our website or FB page for a complete list of events



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ART & GIFTS



ThePurpleTurtleArts.com
@purpleturtlearts

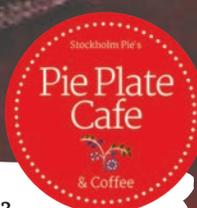


"One of the 18 legendary pie shops in America" -USA Today

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World Famous Pie
Ice Cream
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www.stockholmpieandgeneralstore.com
Stockholm Pie and General Store: Stockholm
Pie Plate Cafe & Red Wing General Store: Red Wing

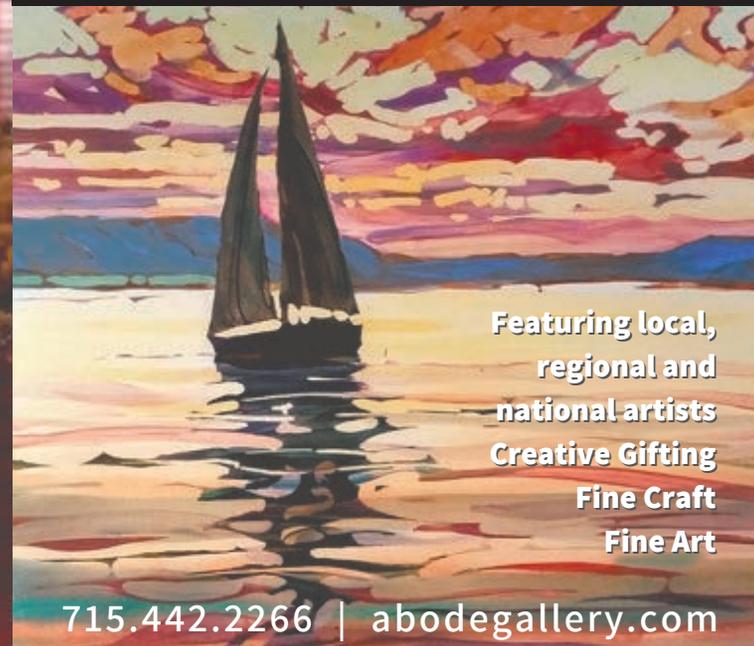
Stockholm: N2030 Spring St. 715-442-5505
Red Wing: 2000 Old W. Main, Historic Pottery Place 651-376 8993



Fine Art and Craft Inspired by the place we live, inviting us to explore and engage with the bluffs, the river, the earth and all that makes this our home.



N2030 Spring Street
Stockholm, WI



Featuring local,
regional and
national artists
Creative Gifting
Fine Craft
Fine Art

715.442.2266 | abodegallery.com

Merchants' Association Sponsors BigRiverGive Event and Street Dance

By Maryanne Shaffer Corona

Summer is in our sights, and so is what's becoming an annual event in downtown Stockholm. "The BigRiverGive" was birthed last year to give local non-profits a platform on which to promote their good work and earn a little money to keep their causes vibrant. Sponsored by Stockholm's Merchants' Association, this year's event will take place on Friday evening, June 7th.

"We were thrilled with the turn out and response to our inaugural event last year," says Alan Nugent, "and we hope to see it grow each year, making more of an impact for all our nonprofit members." Gates open at 6:00, with Combo Flambé and renowned saxophonist and composer Sue Orfield taking the stage until 9:00.

Last year's turnout drew upon a wide demographic—from families with young children to curious motorcyclists passing through along Highway 35. There's truly something for everyone. Food, beverages, and other goodies will be for sale by each of the nonprofits. In addition, all free-will donations collected will be split equally between these organizations. The street will be lined with various family-friendly booths with representatives to greet the public and introduce themselves.

Last year, Calvary Covenant Church sold loaves of bread and cookies, and gave away flashlights and other items; WideSpot Performing Arts Center sold beverages and gave away clever bottle openers. Dog Days of Stockholm will again be selling hotdogs and brats. Mary Anne Collins Svoboda says, "The event supported our ability to donate funds to an organization that specializes in helping traumatized rescue dogs."

Flyway Film Festival's executive director, Diana Masters-Penegor, echoes the enthusiasm for creating awareness. "We're an organization that relies heavily on support from our community," she says, "and we are always looking for new ways to connect with our current attendees, as well as reach out to potential new attendees and volunteers who may not yet know about who we are and what we do." She also wants the public to know it can expect some great giveaway opportunities and surprises at this year's street party.

So, what could be better than kicking up your heels on warm pavement and helping local nonprofit organizations at the same time? Whether you're a resident of the area or a visitor, mark your calendars and be a part of this fantastic event!

At the time of this publication, confirmed participants are:



Photo Credit: Alicia Dube

Flyway Film Festival, Dog Days of Stockholm, Calvary Covenant Church, Stockholm Institute/Museum, and WideSpot Performing Arts Center. As they did last year, participating groups will line the street with various family-friendly booths.

There's no obligation to purchase anything, and there's no entrance fee.

If you'd like more information about the following groups or would like to get involved with any of these local nonprofits, you're encouraged to contact them.

Dog Days of Stockholm will be held at Avalon Fest in Stockholm on Aug 17, 2019

Contact: Mary Anne Collins Svoboda
stockmarketstockholm@yahoo.com 715-279-3277

Flyway Film Festival. October 10-13, 2019

Contact: Diana Masters-Penegor
diana@flywayfilmfestival.org
WideSpot Performing Arts Center
Contact: Lisa St. George

Widespotarts@gmail.com
Calvary Covenant Church
Contact: Mark Corona
pastor@stockholmcalvarycov.org
Stockholm Institute & Museum
Contact: Deb Aune
institutestockholmwi@gmail.com

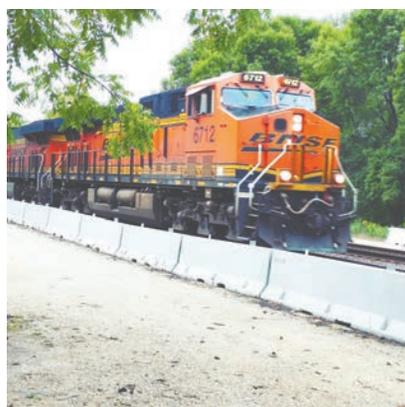


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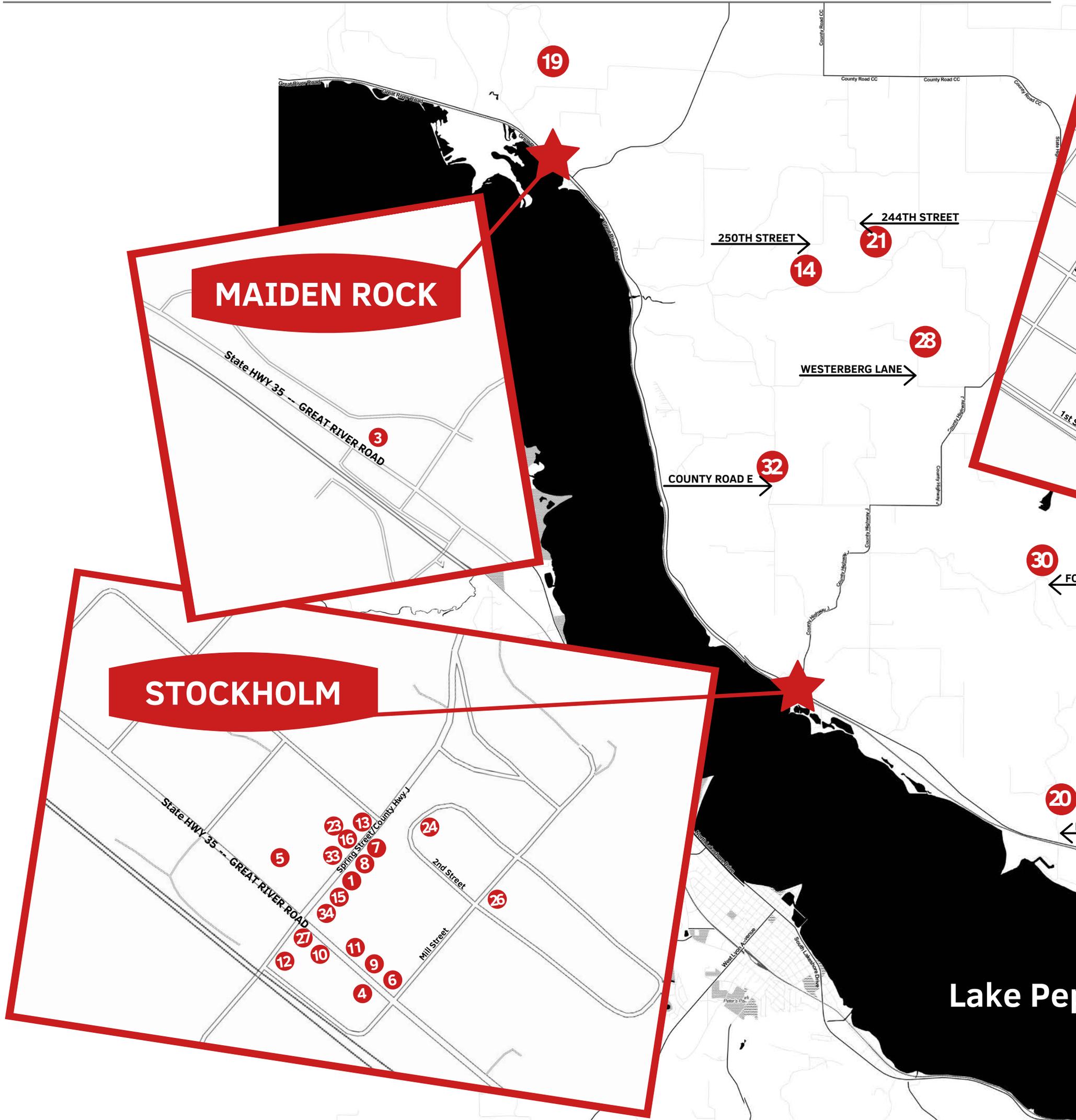
WideSpot Performing Arts Center



A unique performing arts venue where
100 year-old spirit meets modern day spunk.

Check out shows and buy tickets @
www.widespot.org

Spring Street Arts Building - Stockholm, Wisconsin 



creative SHOPPING

1. Abode Gallery & Design

www.abodegallery.com 715-442-2266
Abode Gallery & Design brings together collections of the finest in local, regional and national artisan works to make your home and your life a more interesting and beautiful experience. As a creativity centric place – discover exceptional gifts and special

memories of your visit. As an Interior Design Studio, discover the joy of working with talented professionals to craft a plan and design for your personal spaces.

2. Country Stop in Pepin

www.pepincountrystop.com 715-442-2429
The Country Stop of Pepin has become an area landmark, located on the corner of Highway 35 and County CC in Pepin. Stop in for farm fresh produce, great gifts and unique antiques. The area's premier farm fresh produce market on the Great River Road.

3. Cultural Cloth

www.culturalcloth.com 715-607-1238
Shop distinctive home and personal accessories handmade by women artists from developing countries around the globe. Each unique piece supports women's economic independence.

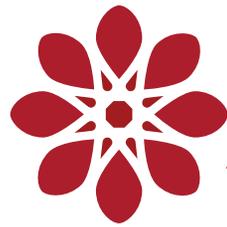
4. Hugga Bugga

www.huggabugga.com 612-308-1714
Hugga Bugga features beautiful handmade items from local craftspeople and a large assortment of quality yarns. Choose a rich,

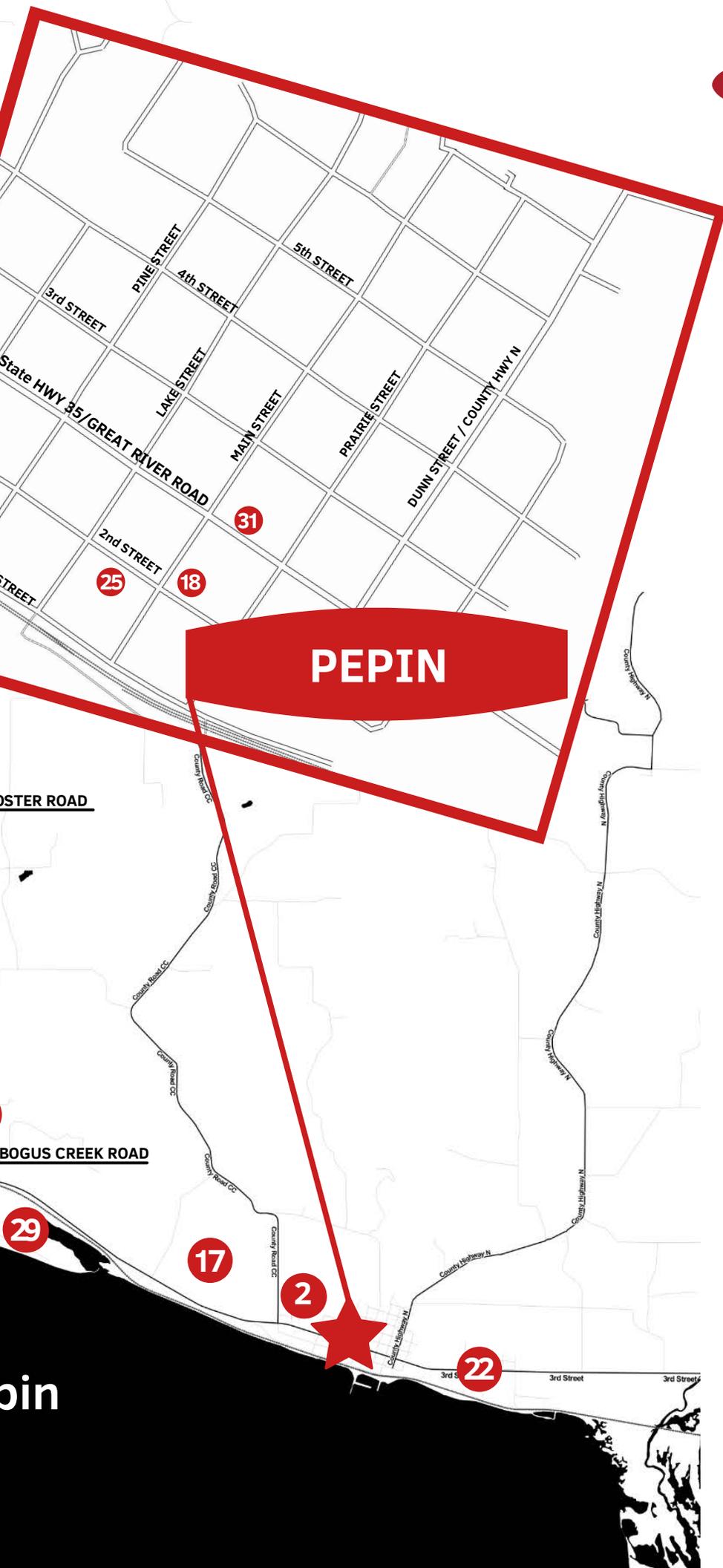
creamy goats' milk lotion in your favorite scent or a hand knit sweater for your sweet someone.

5. Humble Moon Folkstead LLC

www.afexperience.com 715-442-6000
Explore functional art and furniture by proprietors Dan Prokosch and Sarah Smith, along with artwork, jewelry and needlework by other local artists. The work is inspired by simpler times and the natural world, using both old and new materials. Families are



STOCKHOLM, WISCONSIN ARTFULLY AUTHENTIC



PEPIN

8. Juno & Me River Road Apparel

952-217-2709

Juno & Me River Road Apparel features personally selected local themes on our sweatshirts, t-shirts and hats for Stockholm, the Great River Road and Lake Pepin area. We invite you to stop in and pick out a great gift or a memory for yourself from your Wisconsin experience.

9. Sandy's Clothing and Art

www.sandysclothingandart.com

715-442-3112

Sandy's in Stockholm is a truly delightful boutique filled with comfortable and contemporary clothing. You will find hand crafted jewelry, fabulous hand-painted handbags, and many one-of-a-kind accessories and artful objects.

10. Savvy

715-442-5603

Looking for an edge on your shopping experience?! Savvy stays on top of, and ahead of the fashion trends in both the women's fashion and home accent arenas.

11. The Palate

www.thepalate.net 715-442-6400

The Palate Gourmet Kitchen Store offers a shopping experience for your entertaining taste. We invite you to experience our selection of gourmet cookware, dinnerware, kitchen tools and unique home decor products featuring our spill proof tablecloth, Laudable Linens.

12. The Purple Turtle Artisan Collective

www.thepurpleturtlearts.com

715-442-2050

The Purple Turtle features artful inspirations for the home, body and spirit by artisans from across the country but with a focus on local and regional sources. Find your new favorite piece or the perfect gift among the thoughtfully crafted jewelry, wood turned wonders, fabulous fiber work, intricate glass blown pieces, and much more.

iconic culinary ESTABLISHMENTS

13. Bogus Creek Cafe & Bakery

www.boguscreekcafe.com 715-442-5017

Featuring savory breakfasts, lunches, and fresh bakery goods. Bogus Creek...Our Food Is Real.

14. Community Crust

www.communitycrust.org 608-790-2177

Community Crust is a wood fired mobile kitchen founded on community, connection, and quality. Our pizza starts with scratch made dough and is topped with the best locally sourced seasonal ingredients

Wisconsin has to offer.

Join us at an upcoming event or hire us to cater your own event!

15. Stockholm Pie & General Store

www.stockholmpieandgeneralstore.com

715-442-5505

Visit the world famous Stockholm Pie and General Store! Delectable pie, lunch, delightful treats and goodies, cheeses, wines, artisan brews and espresso. One of the "One of the 18 legendary pie shops in the country." USA Today

16. Stockholm Village Bistro

715-442-2056

Great Food – Wine – Craft Beer

Stockholm Village Bistro provides a charming atmosphere with a focus on farm-to-table dining. Locally sourced, Homemade, Fresh, Artisan Meats and Seasonal menu.

17. Villa Bellezza Winery & il Forno Ristorante

www.villabellezza.com (715) 442-2424

Our classical Mediterranean style winery, restaurant and event complex welcomes visitors daily. Located in Pepin, WI, we're just a short day-trip from most metro locations, yet you'll feel as though you have been transported a world away!

inspired LODGING

18. Harbor Hill Inn & General Store

www.harborhillinn.net (612) 599-2757

Enjoy a step back in time when you visit Harbor Hill Inn in Pepin, Wisconsin. You'll find comfortable accommodations in a charming Mississippi River village on Lake Pepin. Restaurants, shops, the Laura Ingalls Museum, pubs, lots of great music, Pepin Marina and Beach are all a short stroll away.

19. Journey Inn, an Eco Retreat

www.journeyinn.net 715-448-2424

Journey Inn is an eco-retreat set in a quiet, private, natural area. Open year round it provides a supportive, healing environment for you to de-stress, relax and recharge your life.

- Lodging: Inn - nature inspired bed & breakfast rooms & 2 bedroom Cottage rental
- Services: massage, energy therapy, life direction coaching & spa
- Retreats: private (guided) & group - couples, women's renewal, mindfulness and more
- Gift Shop: offering unique, natural & local products for body, mind & spirit

20. Little Green Farmhouse

www.littlegreenfarmhouse.net

763-568-8687

Completely renovated vintage farmhouse located on a beautiful private wooded acreage overlooking Bogus Creek, a pristine

welcome to make art in the Gnome House Studio. Explore our backyard garden and see occasional artist demonstrations.

6. Ingebretsen's at Stockholm

www.ingbretsons.com 715-442-2220

Ingebretsen's at Stockholm is an offshoot of the well-known Ingebretsen's in Minneapolis. We focus on the hemslöjd, the traditional handcrafts, of Sweden. Many of our carefully selected items come from the Jokkmokk Marknad, a market north of the Arctic Circle where Sámi artisans sell their exceptional

creations.

7. Northern Oak Amish Furniture

www.northernoakamishfurniture.com

715-442-6008

A locally owned Amish furniture and gift gallery with over 1,800 square feet of exceptional items. Featuring heirloom quality Amish-crafted: Mission, Shaker, Traditional American furniture. Gift items from across the USA, and specialty items from around the world.

MERCHANTS continued from page 7

trout stream between Stockholm and Pepin. The house accommodates up to 10 people. You are invited to relax and enjoy the peace and quiet.

21. Maidenwood Lodge

www.maidenwoodlodge.com 715-544-7771

Maidenwood Lodge is a lovely estate on a private 80 acre nature preserve. We are nestled in the picturesque countryside between Stockholm and Maiden Rock, Wisconsin. There are approximately 3 miles of mowed walking trails. We offer a beautiful event barn for events of up to about 200 people.

22. The Pepin House

www.stockholmactresllc.com 406-231-1721

Completely remodeled and open in late June 2018. Wooded, privately located beautiful lake home with views of South end of Lake Pepin, just below the Pepin marina. Stunning panoramic views from both floors, the deck and patio area. Great house for multiple families or multi-generational use with large living room upstairs and family room on ground floor.

23. White House Inn Stockholm

www.whitehouseinnstockholm.com 952-250-3265

Located in the center of the village, White House Inn Stockholm is steps away from shopping, restaurants, galleries, and the sands of Lake Pepin. Rent the entire 3-bedroom/1,600 square foot house for 2 nights or more!

superior SERVICES**24. Calvary Covenant Church**

www.stockholmcalvarycov.org

Calvary Covenant Church was established in March, 1887 by the Swedish immigrants who founded the village of Stockholm. The little church on the hill is a reminder of those faithful people who worshipped together, and comforted and sustained one another. We invite you to come as you are.

25. Lake Pepin Real Estate

www.lakepepin-realestate.com 715-442-4800

We are an independent company that consistently provides clients with impeccable, personal, & flexible service. As an extension of that service, we bring you our best real estate tips and advice, as well as showcase available properties and hot listings, via this page. We look forward to having you follow along.

**26. Sandra Myklebust Realty/
Keller Williams**

www.sandrasells.re 715-448-0518

Sandra Myklebust (FMP, GRI, SRES) is a licensed realtor with the brokerage firm of Keller Williams Integrity WI/MN. She represents residential, commercial, farm & ranch properties specializing on the West Coast of Wisconsin.

**27. Stockholm Town Mutual
Insurance**

www.stockholminsurance.com 715-442-4364

We're a local, member-owned company that operates much the same way as a co-operative. Call us for your insurance needs. We serve Pepin, Pierce, Dunn, and St. Croix County.

Artfully Authentic continued from page 1

in, plan a visit with your girlfriends to participate in the annual Women's Weekend event on the first weekend of November. There are guest artists, wine tastings and even classes you can take to learn a new skill. Starting the first Saturday in December the village is transformed for three weekends celebrating God Jül: A Swedish Christmas. Kicking off with horse drawn carriage rides, a Tomté, a Christmas gnome that hands out treats and even a goat that roams the village visitors are transported

unique EXPERIENCES**28. Avalon Healing Farm**

www.avalonfest.com August 16-18th, 2019

AvalonFest is a party with a purpose. Celebrate the magic of love, nature and music at AvalonFest! August 16th-18th at Avalon Healing Farm in Stockholm, WI. AvalonFest is a family friendly music festival also featuring events and workshops focused on the healing arts and animal communication.

29. YMCA Camp Pepin

www.camppepin.org 715-442-3811

Explore the world and find yourself. Camp Pepin offers a wide variety of programs and camps for all ages including facility rentals for your group outing. Camp Pepin can accommodate groups as small as 2 all the way up to 120.

30. Hope Farm School

www.hopefarmschool.org 612-710-2868

Our goal is to produce Godly men who will be ready for anything after high school. Hope Farm School is a holistic, incarnation ministry that seeks to develop young men in all areas of life. We believe our faith affects all areas of our life.

**31. Laura Ingalls Wilder
Museum**

www.lauraingallspepin.com 715-513-6383

The Laura Ingalls Wilder Museum features many items Laura and her family would have recognized and recalls the era in which she lived. Complete with gift shop, the museum is open 10 AM - 5 PM DAILY (including weekends & holidays) from Mid-May thru Mid-Oct, then closed for the winter.

**32. Maiden Rock Winery
& Cidery**

www.maidenrockwinerycidery.com 715-448-3502

We are an award-winning cider orchard presenting a unique collection of premium hard ciders and wines - produced from fresh local fruit - flavored by Wisconsin.

**33. Stockholm Institute
& Museum**

A small but intriguing museum housed in the old Stockholm Post Office. Home of the Stockholm Institute, it has artifacts dating to Stockholm's earliest years and a trove of photographs and family histories.

**34. WideSpot Performing
Arts Center**

www.widespotperformingarts.org 715-307-8941

Find drama, music, comedy and storytelling - right in the heart of downtown Stockholm! WideSpot is the sweetest spot to see locally and nationally recognized performers on a village stage.

nonPROFITS**Dog Days of Stockholm**

August 17th, 2019 10-4pm

The beloved Stockholm annual event Dog Days will be joining AvalonFest up at the farm this year! Fun events for the canine members of the family too!

to a festive atmosphere of holiday cheer. The second Saturday is A Handmade Holiday with DIY stations, guest artists and demonstrations to inspire your holiday gifting. The third and final Saturday celebration is the Fire of Stockholm. As dusk descends the magic happens with a solstice celebration including luminaries, fire dancers and bonfires.

No matter the season, take the time to stroll and relax. Above all, relax. ❁

Flyway Film Festival

The Eleventh Annual Flyway Film Festival brings the best in independent film to the shores of Lake Pepin on October 19-21. Opening night party Friday, October 19 - Films, festivities, and special guests Saturday and Sunday, October 20-21

Fresh Art Tours

www.freshart.org 715-577-8894

It's the perfect time to visit Western Wisconsin! Join us for the 21st annual FRESH ART TOUR - explore scenic backroads, wildflowers & woodlands on a self-guided tour of our home studios & galleries. Throughout the picturesque villages and countryside of Pepin and Pierce counties, the artists who call this area home welcome you. Come hear their stories and take home a bit of their inspiration. Grab a snack, pick up a brochure & tour map at any one of the 16 sites, watch for Fresh Art logo signs along the way, and we'll SEE YOU ON THE TOUR!

Gallery of Youth

www.galleryofyouth.org 715.442-6000

by the kids, for the kids

Gallery of Youth is a new fundraiser program which benefits the art department at Pepin Area Schools. It is a gallery of artwork created by Pepin school students of all grades, Pre K through 12.

The purpose of this is to encourage kids to be involved in their school, embrace their creativity, and to bond with the community. Hopefully this can create some new found support for this little country school.

Lake Pepin Legacy Alliance

www.lakepepinlegacyalliance.org 630-806-9909

Join our effort to protect and restore Lake Pepin. Every voice makes a difference. Leading with the tools of education and information, together we can protect the natural heritage of Lake Pepin

Laura Days September 14 & 15

www.lauradays.org 715-255-0718

Laura days is a festival of traditional music & crafts, sunbonnets, quilts, pioneer games, the Pepin Laura Contest, and an old-fashioned small town parade, Laura Ingalls Wilder Days is a destination for family-friendly fun on the banks of the Mississippi River in Pepin, Wisconsin.

PACC

www.pepinwisconsin.com 715-544-STAY (7829)

PACC (Pepin Area Community Club) is a successful alliance of merchants and interested community members in Pepin, Wisconsin, whose combined efforts create a flourishing and vigorous business community.

Stockholm Art Fair

www.stockholmartfair.org

For over 40 years, artists have been filling the lovely Stockholm Village Park overlooking Lake Pepin on the third Saturday each July. On July 20 2019, the charming little village of Stockholm, Wisconsin will once again host one of the best art fairs around —over 100 juried artists with exceptional works of art, including paintings, jewelry, clay, glass, sculpture, fiber, wood, leather, photography and more.

**Stockholm to:**

Chicago - 355 Miles
Dubuque - 197 Miles
Duluth - 210 Miles
Eau Claire - 53 Miles
 Fargo - 305 Miles
Green Bay - 245 Miles
Milwaukee - 283 Miles
Minneapolis - 70 Miles

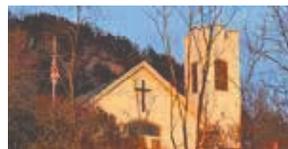


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FILM FESTIVAL
ON THE SHORES OF LAKE PEPIN
FLYWAYFILMFESTIVAL.ORG



Stockholm Calvary Covenant Church

During the past 130 years, Calvary continues to meet the spiritual needs of those who come through its doors. Whether from near or far, the village's historic church welcomes you. Services range from traditional to contemporary. Special events are held throughout the year, so be sure to check our website. And while you're in town, enjoy the view from our community prayer garden and gazebo!



Sunday Service 10:30 am
Tues. Bible Study 7:00 pm

Campers & Visitors welcomed!
Mark Corona, pastor



YMCA CAMP PEPIN

Registration is open
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YMCA Camp Pepin—W10915 E Lake Drive; Stockholm, WI 54769

P. 651-388-4724 F. 651-388-5340

camp@redwingymca.org

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FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

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www.lakepepinlegacyalliance.org

Visit us online to see other membership benefits

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Email _____ Send to: LPLA, P.O. Box 392, Red Wing, MN 55066



Stockholm History

By Maryanne Shaffer Corona

Established in 1854, many of Stockholm's first settlers built astylistic, utilitarian buildings. Services provided by grain dealers, wagon and harness makers, and blacksmiths were in demand in the agrarian economy. The village is still dotted with a few architectural reminders of those days-gone-by, like Northern Oak Amish Furniture (once a blacksmith) and the village hall (once a grain and livestock office).

But Stockholm's more distinctive architectural style is known as Boomtown, or Boomtown Block. Determined to appear taller, the iconic false-front is usually flat and hides the roofline. Boomtown structures are only one or two stories high, constructed of milled wood, and lack detail and imagination. Architectural historians tell us that Boomtown speaks volumes about the haste in which they were built and projects a sense of impermanence. Settlers, who often didn't feel settled, moved on to pursue dreams elsewhere or start anew—again.

The Swedes that stayed here were industrious and eager to put their skills to work. In 1860, Stockholm's population was 206; by 1880 it grew to 763. The commercial district hummed with shoemakers, millers, barbers, photographers, and tanners to name a few. And even before 1900, Stockholm had its own carpet weaver, Mrs. Danielson, who townsfolk called the "Swan Widow."

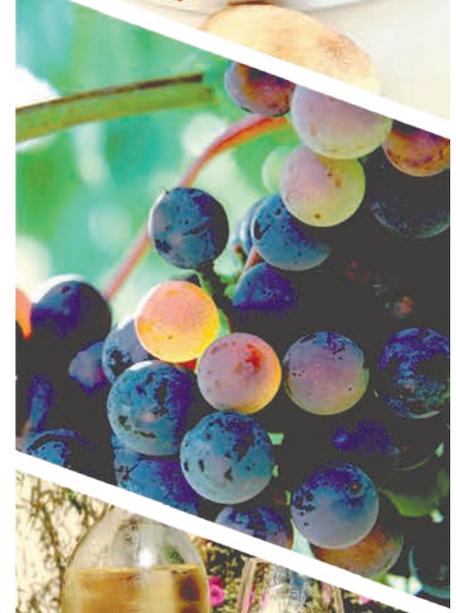
Stockholm was a dry town; so, imagine visiting in 1878 to find not one, but two craft soft-drink manufacturers. Paul Sandquist bottled 400-500 cases of lemon beer annually and John Gunderson put out 500

dozen bottles of spruce beer. However, behind walls and in basements, a few shopkeepers served liquor discreetly. Gunderson was among them, and when his home washed away in the infamous 1915 "cloudburst," probably a few pious Swedes whispered disparagements.

A fire in 1910 and that "cloudburst" created changes to Spring Street. A prominent general store, specializing in fine clothing, opened in 1891 in the location of the Spring Street Arts Building (Abode, Stockholm Pie, and WideSpot). But in 1902, the C.J. Swanson General Store moved in directly across the street, adding a little friendly competition. When the first store succumbed to a disastrous fire, its owners left it in ruins.

Swanson's building was built over a natural spring, and stood in the direct path of rushing flood waters during a heavy rain on June 5, 1915. (A trickle of the spring can still be seen next to Gelly's Too.) Sustaining far less damage than his neighbor Gunderson, Swanson's basement was completely flooded and the foundation ruined. He decided to purchase the abandoned property across the street and hired a Lake City company to move the building to its current site.

It may be small, but Stockholm has become a boomtown in its own right. On any-given weekend, Stockholm becomes the quintessential destination for hundreds of visitors. And each third Saturday in July, thousands of out-of-towners congregate in the park for the Stockholm Art Fair—now in its 45th year. Not bad for a 164-year-old hamlet—where business is still booming. ❀



Siamo Privati

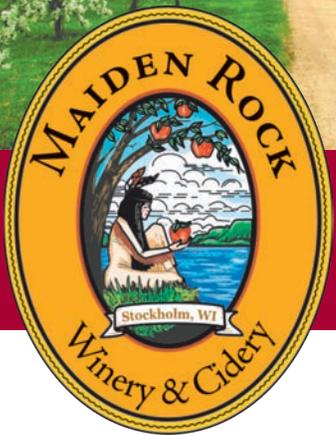
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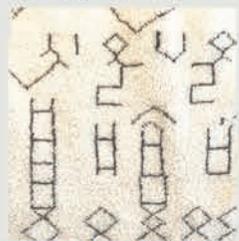
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WWW.STOCKHOLMWISCONSIN.COM

Select Stockholm merchants will be open late every Friday May through October. **The 2ND FRIDAY MARKET NIGHTS** will offer highlights such as artists, music, farmers market, gallery openings and special events.

2019 ANNUAL EVENTS IN STOCKHOLM!

**Women's
Weekend**
"A Stockholm
Women's Event"

**NOV
1, 2, 3**

Tastings
Lodging Packages
Artist Meet-n-Greets
Shopping Specials
Music and More!

2019 ANNUAL EVENTS IN STOCKHOLM!

CELEBRATE A THREE-WEEKEND HOLIDAY IN STOCKHOLM!

**A Swedish Christmas
A Handmade Holiday
Fire of Stockholm**

GOD JUL

December 7th . December 14th . December 21st

Upcoming Events

March 2019

Saturday, Mar 23 @ 7 PM **Rock on The Map: The Geography of Rock n' Roll** @ WideSpot Performing Art Center - Presented by retired teacher Jim Hanson, the story of how Rock n' roll exploded on the music scene in the mid 1950's and made its way around the map. This is a Free Will donation event.

April 2019

Friday-Sunday, Apr 5, 6 & 7 @ 7PM & 2PM – **WideSpot Players presents Dearly Departed** @ WideSpot Performing Art Center - Returning director Nancy Lund and the locally cast WideSpot Players will woo you in with their annual Spring production.

Saturday & Sunday, April 6 & 7 – **STOCKHOLM SPRING KICKOFF** throughout the Village! Shops open up for the new season with great new items, specials, and fun in celebration of Spring!

Saturday & Sunday, April 6 & 7 – **Spring Fling New Wine Release Party** - Great River Road Wine Trail, Maiden Rock Winery & Cidery, Villa Bellezza. FREE event, no tickets required.

Saturday, April 6 @ 10AM to 12PM – **Brunch with the Bunny at YMCA Camp Pepin**. We invite you to join us at Camp Pepin for breakfast, crafts and Easter egg hunt. Don't forget it's B.Y.O.C. (Bring Your Own Camera) so you can capture those special moments with the Easter Bunny! Cost is \$5 per person with a \$20 cap per family.

Saturday & Sunday, April 6 & 7 @ 11AM to 5PM – **Spring Fling New Wine Release Party** - Great River Road Wine Trail, Maiden Rock Winery & Cidery, Villa Bellezza. FREE event, no tickets required.

Saturday, April 27 @ NOON to 10PM – **Friends of Avalon Farm Silent Auction** @ Gelly's Too. A silent auction of beautiful local items just across the street from WideSpot Performing Art Center at Gelly's Too. Auction benefits both Dog Days and AvalonFest 2019.

Saturday, Apr 27 @ 7 PM **Confluence: One Night, Six Musicians** @ WideSpot Performing Art Center - The very first group appearance of these fabulous artists...Kari Larson and Lisa Schultz (The DitchLilies), Faith Ulwelling (Left Wing Bourbon, Little Wing), Karen Capper (Skipping Stones) and Morgana Hasil (formally Joanna Jahn). These ladies are excited to perform for the first time together and share some of their favorite tunes. Opening for them will be John Hermanson!

May 2019

Saturday, May 4 @ noon to 10PM – **May Day Celebration of Spring** - @ Humblemoon Folkstead (formerly Antique Future) A celebration of spring and new life, with a May Pole, live music, and May Basket crafting during the daytime. The celebration will continue into the evening with campfires and a performance by Torch Sisters!

Friday, May 10 @ 4PM to 7PM – **2nd Friday Market Night** – Local merchants, artists and farmers host the 2nd Friday Market Night. You will find special events, openings, wine and nosh, guest artists and a glorious evening including the Stockholm Farmers Market. See the EVENTS page at www.stockholmwisconsin.com for a full listing of details.

Saturday, May 18 @ 7 PM **Robbie Fulks** @ WideSpot Performing Art Center - His music tells stories through Americana, folk and bluegrass. It delivers the quieter truths of humanity, love, the troubles of common people, and the slings of time.

June 2019

Saturday & Sunday June 1 & 2 @ 10AM to 5PM – **June Bloom Wine & Food Event** – Great River Road Wine Trail, Maiden Rock Winery & Cidery, Villa Bellezza

Saturday, June 1 – **Tour de Pepin** – 32, 50, 72 or 100 mile supported bicycle tour around Lake Pepin!

Sunday, Jun 2 @ 7 PM **Goin' Coastal Radio Variety Show** @ WideSpot Performing Art Center - Our Season Nine finale ending with a bang! Come and see the guests and usual cast of characters play in your dose of fun for the summer.

Friday, Saturday & Sunday, June 7th to 9th – **Spring Fresh Art Tour** @ 10AM to 5PM - Visit the many participating galleries and artists in the village of Stockholm.

Friday, June 8 @ 6pm – **The BigRiverGive Street Dance** – A fundraiser for our area non-profits. Kick up your heels to awesome music. Free admission, free will offering - help support our community! Lots of food, wine, beer and fun!

July 2019

Friday, July 12 @ 4PM to 7PM – **2nd Friday Market Night** – Local merchants, artists and farmers host the 2nd Friday Market Night. You will find special events, openings, wine and nosh, guest artists and a glorious

evening including the Stockholm Farmers Market. See the EVENTS page at www.stockholmwisconsin.com for a full listing of details.

Saturday, July 20 – **46th Annual Stockholm Art Fair** @ 10AM to 5PM - Warm sunshine & smiles in Stockholm Village Park for our 46th year of Awesome Art!! Art Exhibitor & Food Vendor Applications are now OPEN. Please log onto stockholmartfair.org for full details!

August 2019

Friday, August 9 @ 4PM to 7PM – **2nd Friday Market Night** – Local merchants, artists and farmers host the 2nd Friday Market Night. You will find special events, openings, wine and nosh, guest artists and a glorious evening including the Stockholm Farmers Market. See the EVENTS page at www.stockholmwisconsin.com for a full listing of details.

Saturday, August 16th to 18th @ 10AM to 4PM – **Avalonfest 2019** – Celebrate the magic of love, nature and music at AvalonFest at Avalon Healing Farm in Stockholm, WI. A family friendly music festival also featuring events and workshops focused on the healing arts and animal communication.

Saturday, August 16 @ 10AM to 4PM -- **DOG DAYS OF STOCKHOLM** – The beloved Stockholm annual event Dog Days will be joining AvalonFest up at the farm this year! Fun events for the canine members of the family too! our whole family, including those with fur, is welcome at our one-day, outdoor event. Visit www.dogdaysofstockholm.org for more details!

September 2019

Friday, September 13 @ 4PM to 7PM – **2nd Friday Market Night** – Local merchants, artists and farmers host the 2nd Friday Market Night. You will find special events, openings, wine and nosh, guest artists and a glorious evening including the Stockholm Farmers Market. See the EVENTS page at www.stockholmwisconsin.com for a full listing of details.

October 2019

Friday, Saturday & Sunday, Oct 4th to 6th – **Fall Fresh Art Tour** @ 10AM to 5PM - Visit the many participating galleries and artists in the village of Stockholm.

Thursday, Friday, Saturday & Sunday, October 10th to 13th – **12th Annual Flyway Film Festival** – Flyway Film Festival's brings the best in independent film to the Lake Pepin area of

Wisconsin and Minnesota for the purposes of cultural enrichment, community-building, arts education, and to inspire the next generation of filmmakers. www.flywayfilmfestival.org

Friday, October 11 @ 4PM to 7PM – **2nd Friday Market Night** – Local merchants, artists and farmers host the 2nd Friday Market Night. You will find special events, openings, wine and nosh, guest artists and a glorious evening including the Stockholm Farmers Market. See the EVENTS page at www.stockholmwisconsin.com for a full listing of details.

Saturday, October 26 @ 3PM to 5PM – **Stockholm Scare** - Haunt the town with us! Costumes and Halloween spirit encouraged. Treats and tricking a plenty!

November 2019

Friday, Saturday & Sunday, November 1st to 3rd – **Women's Weekend** – A Stockholm Women's Event - Wine tastings throughout the village along with Lodging Packages, Artist Meet-n-Greets, Shopping Specials, Music and More!

Saturday & Sunday, Nov 9 & 10 @ 11 to 5pm - **Great River Road Wine Trail Holiday Harvest Wine & Food Festival**. Start your celebration of the season by enjoying holiday foods and wines on the Great River Road Wine Trail!

Saturday, November 30 @ 10AM to 6PM – **Stockholm's Small Business Saturday Celebration!**

December 2019

GOD JUL in STOCKHOLM

Saturday, December 7 @ 10AM to 6PM – **A Swedish Christmas** - A celebration filled with tradition!

Visit with our very own Jultomte & Mini Tomte. Photo Ops, Gifts & Holiday Treats!

Saturday, December 14 @ 10AM to 6PM – **A Handmade Holiday** - Join the merchants in their Holiday filled shops! Unleash your creativity by making gifts to give or keep!

Saturday, December 21 @ 4PM to 7PM – **Fire Of Stockholm: A Winter Solstice Celebration** including bonfires, luminaries and fire dances. Celebrate the Winter Solstice! See the village lit in wonder with fire dancers, luminaries, ice candles, torches and bon fires!



AVALONFEST 2019

August 16th-18th



Celebrate the magic of love, nature and music at AvalonFest! August 16th-18th at Avalon Healing Farm in Stockholm, WI. AvalonFest is a family friendly music festival also featuring events and workshops focused on the healing arts and animal communication.



The beloved Stockholm annual event Dog Days will be joining AvalonFest up at the farm this year! Fun events for the canine members of the family too!

More details at avalonfest.com.
See you at Avalon!

Fundraising for this event will take place on April 27th with a silent auction of beautiful and fun-filled local items. Auction is from Noon-10PM at Gellys, Too!

This evening also features friends of Avalon Healing Farm in an amazing concert line-up at The Widespot with music by John Hermanson, The Ditch Lilies, Faith Ulwelling, Karen Capper and Morgana Hasil!

Tickets available at widespotperformingarts.org.