



# WHAT'S NEW IN WISCONSIN 2019

What's New in Wisconsin in 2019, you ask? Here's just a sample: Pabst Blue Ribbon's 175th, EAA Airventure's 50th, museum openings, new restaurants, new breweries, first time sporting activities...the list goes on. Care to experience firsthand? We think that's the best way to get a real feel for how fun is done here and we love hosting reporters. So let's raise a frosty mug to the new and the trendy straight from the source, [TravelWisconsin.com](http://TravelWisconsin.com).

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## LET THE CELEBRATION(S) BEGIN: 2019 ANNIVERSARIES AS DIVERSE AS THEY ARE PLENTIFUL

*This year Wisconsin celebrates several big anniversaries. We invite you to join us as we toast these major milestones across our great state.*

### MILESTONE EVENTS

#### **Noah's Ark Waterpark Turns 40, Wisconsin Dells**

The country's largest outdoor waterpark turns the big 4-0 this summer, with an anniversary party planned for Memorial Day weekend. Ride their newest sensation, Raja, the world's largest king cobra-themed slide.

#### **50th Anniversary of EAA AirVenture, Oshkosh**

The greatest airshow in the world is hosting its 50th anniversary in Oshkosh July 22-28. More than 600,000 people from 80 different countries and 10,000 aircraft will descend on Oshkosh during the week-long event that features exhibitors, forums, workshops, presentations, aircraft flights, air shows, concerts and more.

#### **60th Annual Lumberjack World Championship, Hayward**

The thunder of chainsaws, the quick footing of the birlers, the brute strength of sawyers, and the agility of pole climbers are all on display at this world championship event. On Aug. 1-3, the world's best professional lumberjacks and lumberjills will converge in Hayward to compete in sawing, chopping, logrolling, speed climbing, boom running, axe throwing and more.

#### **70th Annual Musky Festival, Hayward**

Fishing enthusiasts will want to mark their calendars for the 70th anniversary of Musky Festival, June 21-23. This Up North classic includes the crowning of the Musky Festival Queen, 5K run/walk and 10K run as well as a Minnow Run for those 12 and younger, catch and release fishing contest, fishing photo contest, and street dances on Friday and Saturday nights. The weekend's festivities wrap up with the Grand Parade staged on the city's historic Main Street on Sunday.



**Lumberjack World Championship**

*Photo Courtesy of Travel Wisconsin*

## HISTORIC PERFORMING ARTS SEASONS

### 40th Season of American Players Theater, Spring Green

APT is the country's second largest outdoor theater devoted to the classics and the 2019 season will feature Shakespeare's "Twelfth Night" and "Macbeth" along with "The Man of Destiny" by George Bernard Shaw and "A Doll's House" by Henrik Ibsen, among others. The eight-show lineup runs from June 8 to Oct. 6. To celebrate the 40th, a collection of 12 commissioned art installations from regional artists called "Art in the Woods" will be placed throughout the 110-acre property, with the art exhibition debuting on July 21 at APT's anniversary celebration.

### Milwaukee Ballet Celebrates 50th Season, Milwaukee

Milwaukee Ballet is home to an international company of dancers and is one of only a few companies in the nation to feature its own orchestra. The 50th season runs Feb. 14 through June 2. In April, don't miss Val Caniparoli's *Lambarena*, blending Bach, ballet, and traditional African Dance to create a one-of-a-kind theatrical experience. May 30-June 1, see Shakespeare's enchanting comedy *A Midsummer Night's Dream* come to life.

## FOOD AND DRINK CELEBRATIONS

### 70th Year for Al Johnson's, Door County

Located in Sister Bay, Al Johnson's has been serving authentic Swedish and mainstream American "comfort food" since 1949. In the early 1970s, when the restaurant was looking to expand, it pulled in some authenticity from its Scandinavian roots by having a grass and sod roof built in Norway and shipped to its location. Local goats walk on its roof and there's even a goat cam.

### 175th Anniversary of Pabst Blue Ribbon Beer, Milwaukee

While the Pabst Brewery shut its doors in Milwaukee in 1996, there are still favorite Pabst haunts, including Best Place at Historic Pabst Brewery, where guests can sip on Pabst and craft beers while learning about the brewing industry; Pabst MKE, the brewery complex's former chapel turned brewpub; and the Pabst Mansion, Captain Pabst's living quarters preserved and decked out in Victorian style. PBR, along with Pabst's legacy beers, is currently brewed in Milwaukee by MillerCoors—another Milwaukee legacy brewing company.

Al Johnson's

Photo Courtesy of Travel Wisconsin



## WISCONSIN ATTRACTIONS CELEBRATE MILESTONE ANNIVERSARIES

### 50th Anniversary for Wisconsin Maritime Museum, Manitowoc

This Smithsonian Affiliated museum features the nation's most fully restored WWII submarine, the USS Cobia (the Cobia marks its 75th this year). The museum gives visitors a chance to time-travel back to the 19th century when shipbuilding dominated the community.

### 60th Year for Circus World, Baraboo

Circus World rose to fame in the 1960s, and this season's Big Top performances will pay tribute to that decade of mod fashions and classic rock with a theme of "A Summer of Luv Under the Big Top." While at Circus World, the original winter quarters of the Ringling Bros. Circus, be sure to visit their collection of restored antique circus wagons, circus costumes and posters.

**Cave of the Mounds Discovered 80 Years Ago, Blue Mounds:** This geologic wonder, the "jewel box of America's major show caves," has been fascinating visitors for 80 years, with tours passing a stunning array of colorful crystal formations on lighted walkways. The Cave is more than 1 million years old and was accidentally discovered during a routine quarry blast. It's open year-round.

### 150th for Door County Lighthouses

Both the Cana Island Lighthouse and the Baileys Harbor Range Lights turn 150 this year. Climb the 97 steps of the Cana Island Lighthouse's spiral staircase and be rewarded with a sweeping view of Lake Michigan and the Door County peninsula. Open May through October. The Bailey's Harbor Range Lights, two lighthouses though modest in design played a critical role in keeping ships off the treacherous reefs at the entrance to Bailey's Harbor. Open June through mid-October.



**Cave of the Mounds**  
*Photo Courtesy of Travel Wisconsin*

## WHAT'S NEW ON THE WATER IN 2019

*Head to the shores of Lake Michigan to explore these new dockside attractions.*

### **Visit Sheboygan Visitor Center**

Visit Sheboygan is breaking ground on a new visitor center in the heart of downtown. Plans include exhibits and retail space in the visitor center, as well as a future fresh water exhibit on the Sheboygan River. The new visitor center will house a viewing area for a new Lake Michigan shipwreck documentary, as well as a NOAA-designed Science on a Sphere exhibit that projects online data sets transforming it into an animated planet. Visit Sheboygan also plans to install a Science on a Barge exhibit in 2019, to be open by fall of 2020. The visitor center will also house interactive programs in partnership with the Sailing Education Association of Sheboygan including sailing education and practical skills such as navigation and knot-tying.

**The TALL SHIPS CHALLENGE** travels through the Great Lakes every three years. In 2019, the Challenge begins on June 28 and will make its way to Lake Michigan with ports in Green Bay and Kenosha. Festivals in host ports offer an opportunity for visitors to explore the vessels and meet the crew.

**Sister Bay** is breaking ground on a new Nordic-inspired hotel. The four story, 46 room Dorr Hotel will offer views across Lake Michigan's Green Bay, and 11 of the first-floor rooms will include private patios with access paths leading down to the water.

**Bay Beach Amusement Park in Green Bay** is adding a new ride, The Big Wheel. The ride, which will be roughly three times the size of the current Ferris wheel, is expected to be ready May 2019.

### **Bay Beach Amusement Park**

*Photo Courtesy of Green Bay CVB*



## MUSEUMS

*From new exhibitions to museums built from the ground up, history comes to life with these 2019 museum openings.*

**America's Black Holocaust Museum** will reopen in Milwaukee this year in a brand new building. Between 2008 and now, the museum has lived primarily online. ABHM originally opened in 1984 by Dr. James Cameron, who at the time was the only known lynching survivor. A re-created slave ship, which has been in storage for a decade, will be included in the new space. Cameron's story will remain at the heart of the museum and there will be renewed emphasis on the history of segregation, including exhibits related to Milwaukee's housing marches.

**Cemetery Tales: The Exhibition** will debut at the Oshkosh Public Museum July 21 – Oct. 31. Over the years, the Museum's most popular programs have shared the life and death stories of residents laid to rest in local cemeteries. Cemetery Tales: The Exhibition resurrects the most popular narratives, along with revealing some new accounts, as well as features about local mourning and funeral history, while artifacts, photographs and other ghastly surprises breathe life into these local legends.

**History Museum at the Castle in the Fox Cities** GUITAR: The Instrument That Rocked The World is running through Jan. 5, 2020. This exciting and engaging exhibition will give visitors the chance to interact with the guitar not only from the perspective of its history, evolution, and design, but through the music it has created and the technology that continues to enhance it.

## EAT DRINK AND BE MERRY

*In 2019, Wisconsin will welcome several new eateries and destinations. From award-winning restaurants to unique supper clubs and hotels, there's always something new to explore in Wisconsin.*

**The Garver Feed Mill**, located on Madison's near East Side, is expected to open summer 2019. This multi-faceted destination will feature artisans, producers, and retailers offering visitors everything from coffee to gardening, catering to kombucha, providing visitors with the opportunity to taste the best of Madison. The historic Mill is sure to become a foodie destination for locals and out-of-towners alike, benefitting from the close proximity and future programming with Olbrich Botanical Gardens and Olbrich Park.

**Brookfield's Lake Country Social** is a multi-level new American restaurant complete with a bar garden rooftop and lounge coming to The Corners of Brookfield summer 2019. It is inspired by Wisconsin's rich old-world heritage, combined with its new-world modern sensibility guided by health, wholesomeness, empowerment and style. The menu will consist of refined yet comforting Wisconsin supper club classics, along with thoughtfully composed house specialties.

**Apis Hotel & Restaurant** in Kenosha will occupy a grand historic building with a fresh, mid-century modern flair. Setting the hotel apart are six expansive boutique-style rooms offering features such as loft areas and views of the harbor. The Apis Restaurant will specialize in creative small plates and seasonal ingredients, as well as immersive dining experiences in a chef's table-like setting. A rooftop bar with views of Downtown and Lake Michigan top off this distinguished property.

**The Stella Hotel & Ballroom** is now accepting reservations. A century-old Kenosha landmark that began its life as the Kenosha Elks Club, the Stella Hotel & Ballroom will come alive once again after nearly two years of meticulous restoration. The Stella Hotel & Ballroom is also a distinctive dining destination with its 1844 Table & Mash Restaurant and Crow's Nest rooftop bar. The Stella features 7,600 square feet of meeting space including a two-story ballroom for 300 people.

## WHAT'S NEW IN MILWAUKEE

*A new NBA arena. A new streetcar. New construction, hotel conversions, foodie hubs: things are changing in Milwaukee - fast! It's an exciting time in the city, and this new growth promises even better things to come over the next five years.*

**Milwaukee County Zoo's** new exhibit, Adventure Africa, will reopen in May 2019 after a major expansion. This exhibit, which will house the elephants as well as other African animals, has reimagined 25 percent of the Zoo's footprint, making it the largest project since the Zoo was completed in the early 1960s.

**Potawatomi Hotel & Casino** is constructing an \$80 million second tower, housing 119 rooms and suites, bringing the hotel's total room number to 500. The 180,000-square-foot addition will also feature a spa and additional meeting space.

The InterContinental Hotel Milwaukee transforming into **Saint Kate The Arts Hotel**, the city's first independent arts hotel in the heart of Downtown Milwaukee. The renovation will result in 219 art-inspired guestrooms, 11 event spaces, 13,000 square feet of meeting space, three restaurants and numerous bars and lounges. The hotel will also boast a theater, gallery space, rotating exhibitions, screenings, workshops and a working Artist-in-Residence space.

Milwaukee will soon have two more food halls, somewhat similar to the Milwaukee Public Market. **Crossroads Collective**, on the city's east side, opened late 2018 with eight restaurant stalls, a bar, and a hidden speakeasy. The other food hall, called **3rd Street Market Hall**, will open in the fall of 2019 and will reside in the former Grand Avenue Mall in the heart of downtown. It will feature 20 local restaurant vendors, a beer hall, table games, and plenty of space for hanging out.

**Good City Brewing** opened the doors to its production facility and taproom in January 2019 as the first tenant of the Milwaukee Bucks entertainment block.

**Punch Bowl Social** was added to the Milwaukee Bucks entertainment block in March 2019.



Milwaukee County Zoo  
Photo Courtesy of Travel Wisconsin

# WISCONSIN CRAFT BOTTLES AND BREWS

*Several new breweries and distilleries are opening this year, carrying a delicious range of spirits and brews. We invite you to visit for observation, tours, and tastings.*

A new bourbon and spirits destination in Fond du Lac, **Ledgerock Distillery** is a Wisconsin-proud family farm, growing the grain, distilling the spirits and bottling the final product right on the farm.

**Timekeeper Distillery** recently opened in the newly remodeled historic Wausau train station. This distillery makes vodka, rye and whiskey, with a small menu of custom drinks.

**Broken Bottle Winery**, owned by the same family who created Baraboo Bluff Winery, scheduled to open in the Wisconsin Dells this spring. With an atmosphere of rustic simplicity, this winery will offer wines with small town themed names such as Small Town, Humble, and Mama's Porch.

Also in the Dells, **Kilbourn Cork**, a premium wine bar will open mid-2019 with outdoor seating and private dining too.

**Tamarack Farms Winery** in Hayward is set to open in 2019. Featuring small batch, artisan crafted wines using the highest quality locally grown cranberries, blackberries, blueberries, strawberries, and apples. You'll also find craft beers and hot apple cider wines along with wood-fired pizza, hot chili, tasty small plate appetizers and party trays.

**G5 Brewing Co.** in Beloit will feature up to 10 regular and seasonal brews including lagers, India pale ales, stouts, ales, and porters. There will also be a restaurant and outdoor patio area with seating. Opening in spring 2019.

In Mosinee, **the Mosinee Brewing Company** opened in early January 2019. This comfortably sophisticated venue includes a brewery and tap room, an outdoor beer garden and event space for meetings, parties and entertainment. Featuring beer choices from craft breweries throughout Wisconsin along with non-alcoholic options and house-made kombucha.





## IN WISCONSIN, SPORTS ARE A FOUR-SEASON TOUR DE FORCE

*Sporting events can be measured in points, goals, runs, wins and losses. They can also be measured in memories made. Here are a few new events in 2019 guaranteed to be remembered.*

### SPRING

#### **Forward Madison FC, Madison**

Madison's first pro soccer team has started its inaugural season. The team's home field is historic Breese Stevens Field.

#### **U.S. Open Qualifying Round, May 8, Wisconsin Dells**

Wild Rock Golf Club has been selected by the United States Golf Association to host a qualifying round for the 2019 U.S. Open. This magnificent course, built around and through a former quarry, was designed by the same duo who created the site of last year's U.S. Open, Erin Hills near Milwaukee.

### SUMMER

#### **USA Boxing Olympic Youth Open & Prep National Championships, June 24-29, Madison**

The next generation of boxers steps into the ring for their shot at a title at one of USA Boxing's most prestigious national events. This is the 48th annual National Junior Olympics and the first time it's being held in Wisconsin.

#### **Dragon & Lion Dance Championships, June 28-30, Madison**

This event, just in its second year (it was held last year in Boston) is coming to Madison's Monona Terrace Convention Center. The United States Dragon & Lion Dance Federation was created to preserve and promote traditional Chinese folk performing arts within the U.S. It is also the official casting partner of Cirque du Soleil.

#### **2019 U.S. Girls' Junior Championship, July 22-27, Stevens Point**

SentryWorld hosts the 71st U.S. Girls' Junior Championship. It's the first time the event has been hosted in Wisconsin. This US Golf Association golf event is free and open to the public. SentryWorld was developed by Sentry Insurance in 1982 as part of a sports complex that includes indoor tennis courts, banquet space and restaurants. The 7,237-yard championship golf course was designed by Robert Trent Jones Jr.



## SUMMER (CON'T.)

### **12 Hours of Road America, Aug. 10-12, Elkhart Lake**

This fun and family-friendly event welcomes cyclists of all skill levels to enjoy 12 hours of uninterrupted time to experience the thrill of riding on the legendary Road America race track. The four-mile race track features beautiful landscapes and challenging hills. This is a rare opportunity for cyclists to spend this amount of time on a car race track. Adding to the excitement is that it happens at night, with plenty of entertainment, food and excitement to keep them moving all night long.

### **Ride Across Wisconsin, Aug. 16 -18, La Crosse**

The 5th Annual Ride Across Wisconsin announces a new route for 2019. After four years riding the southern route across the state, the ride now starts in La Crosse with one- and two-day options. This ride (not a race) offers scenic views across some of the most beautiful back roads the state has to offer.

## FALL

### **Cabela's Master Walleye Circuit World Walleye Championship, Oct. 3-5, Oshkosh**

More than 30 of the top angler teams in the country compete for the championship in North America's longest running and undisputed leader in team walleye tournaments. The championship team from the last two years will be at the 2019 tournament to try for a three-peat, which has never been done before. (This event changes location each year – last year it was held in Escanaba, Mich.)

### **USA Track & Field National Junior Olympics Cross Country Championships, Dec. 14, Madison**

More than 3,000 athletes are expected for this event to be held at Yahara Hills Golf Course. This is the first time Wisconsin is hosting this meet.



Lake Winnebago

Photo Courtesy of Visit Oshkosh