Gaturday December 7, 2024



9 AM - MIDNIGHT
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CITIZENS BANK







For current EVENT DETAILS & more! mukwonagochamber.org facebook.com/MukwonagoMidnightMagic



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On behalf of the Mukwonago Area Chamber of Commerce & Tourism Center, I would like to welcome you to the Mukwonago Area.

Thank you for reading this special publication showcasing our largest event in the area "Midnight Magic". Like many other communities, our event was created to bring out locals and welcome visitors to our area to shop locally. What started as a one-horse buggy 32 years ago has turned into a winter wonderland. Thank you to our Board of Directors, Valued Members, Midnight Magic Committee, Sponsors, and Volunteers, for without you this event would not have been possible. I encourage you to Live Large by Shopping Small Businesses in our area.

Whether you're planning on coming near or afar, I am certain you will enjoy your Magical day in Mukwonago.

April D. Reszka Executive Director

THANK YOU TO OUR 2024 MIDNIGHT MAGIC COMMITTEE:

Julie Scheibe	Brooklife Church
Mary Asby	Citizens Bank
Jane Walters	
Gayle Robb	
Julie Goepfert	Kwik Trip
Chief Daniel Streit	
Amber Ehrmann	
Carrie Hoppe	Shorewest Realtors - Mukwonago Office
Natalie Chesebro	
April Reszka	Mukwonago Area Chamber of Commerce & Tourism
Candice Genrich	Mukwonago Area Chamber of Commerce & Tourism

Wishing our community a magical holiday season!

Thank you for supporting our schools!



Mukwonago Area School District

Fresh Ideas for Indoor Air®

Wishing you and your family a Blessed Holiday Season & Prosperous New Year!



Midnight Magic logo, select photography and tabloid designed by Gayle Robb Designer

Wednesday, December 4th 5:30 - 7:00 pm

HOLIDAY TREE LIGHTING

Mukwonago Community Library 511 Division Street, Mukwonago

STORY TIME WITH MS. JANE
CRAFTS & ACTIVITIES
SANTA CLAUS VISIT
TREE LIGHTING AT 7:00 PM



Thurs., Dec. 5th • 5:30 - 7:00 pm

SENSORY FRIENDLY TREE LIGHTING

For children & adults with autism or developmental disorders. We recommend preregistration at mukwonagolibrary.org



MAKE AN IMPACT IN MUKWONAGO BY SHOPPING SMALL

SMALL BUSINESS SATURDAY NOVEMBER 30, 2024



BE STUDENT CENTER '24 Mukwonago Midnight Magic Charity of Choice

In response to a felt need in the Mukwonago community, a group of local parents and youth leaders have created an engagement program targeting middle and high school students. The Be Student Center is a non-profit dedicated to encouraging and equipping students in 7th-12th grade with life skills, a sense of community and opportunities for social connectedness.

"Every student is unique and has value that only they can bring to this world. We at the Be Student Center want to help students find what they love while making meaningful connections along the way" says the center's director Lindsey Kempinski, highlighting the program's mission to create an inclusive space for all students, particularly those who haven't yet found their niche in traditional school activities.

The initiative comes at a crucial time. According to the 2023 Winter MHS Connectedness Survey, while 80% of students participate in extracurricular activities, a significant portion of the student body remains disconnected from after-school engagement opportunities.

The Be Student Center offers a three-pronged approach to student engagement:

At Park View Middle School, students can participate in Be Connected, a casual after-school hangout every Monday from 2:45 to 5:00 PM, providing a relaxed environment for social interaction and introduction to a variety of hobbies, interests, and career paths. Students have tried their hand at cooking, sign language, handling reptiles, and have learned about the importance of volunteerism through a partnership opportunity with Lasagna Love.

Wednesday afternoons feature dedicated homework help sessions, called Be Successful, from 2:45 to 4:00 PM. These sessions support academic success while building confidence. Skilled teachers as well as Mukwonago High School student volunteers offer assistance with a wide variety of classes.

Beyond the school setting, the center organizes monthly evening events throughout the community, fostering connections between students and their broader social environment. These Be Social events emphasize age-appropriate fun and further introduction to the many avenues for engagement our community has to offer. Students have participated in football tailgate events, beach parties, park nights, and even an Among Us-themed who-done-it event.

The center's comprehensive approach incorporates:

- Leadership development opportunities
- Talent showcase opportunities
- Academic support services

- Life skills training
- Peer mentoring programs

"The Be Student Center creates a safe space where students can be themselves and make connections. It's a place where they are accepted from the minute they walk in. The connections they make can lower stress, raise their self-esteem, and expose them to many opportunities to try new things" explains Betsy DuKatz, BSC's program coordinator.

- For 7th through 12th-grade students interested in joining the program, the Be Student Center welcomes drop-ins at their Monday and Wednesday sessions at Park View Middle School as well as at their Be Social community events. Information about upcoming evening events can be found at **bestudentcenter.com** or by following Be
- Student Center on their social media platforms. As the program continues to grow, organizers hope to bridge
- the engagement gap and ensure every student finds their place within the school community.
 Parents and students interested in learning more about the Be Student Center can contact Be
- Talents and students interested in learning more about the be Student Center can contact be
- Student Center through their website.

Scan the QR code for more information and updates about all of the Midnight Magic Events

Midnight Magic Specials End of the Leash

Mukwonago December 7th 9am - 7pm



Holiday Bakery | Fun Toys, Collars, Leashes & Bowls | All Natural Treats | Over 30 Brands of Natural Food | Over 10 Brands of Raw Food Diets

Mon-Fri 10-7 Sat 9-4 Sun 10-3



Your Next Purchase



Offer expires December 31, 2024



325 Bay View Rd Mukwonago 262-363-3338 Dec 7th 9am - 7pm 5430 S 108th St Hales Corners 414-425-7387 Dec 7th 9am - 4pm

www.endoftheleash.com



MARKETPLACE Mukwonago High School, 9 am - 4 pm

Start your holiday gift shopping at Mukwonago High School, 605 W Veterans Way, from 9 am to 4 pm. Find **over 120 vendors** that will be set up and ready for you to shop in the west gymnasium and adjoining hallway. Admission is \$3 per person age 12 and up.

While you are there, sit and enjoy a Venezuelan style meal from **Dahlia's Bistro** of Waukesha, traditional style BBQ from Mukwonago local, **Northwoods Smokin' BBQ**, or a Hot Dog/Brat meal from **St. John's Preschool/Daycare** of North Prairie. Enjoy hot cocoa, warm cider and freshly-squeezed lemonades from **Mad Lemonade** of Elkhorn.

Gracenotes Jazz Ensemble and Gracenotes Brass Choir will help to complete the holiday atmosphere with music from 11:30 am - 2 pm.

Don't forget to purchase tickets for **over 100 raffle items**. Raffle winners will be drawn on site at 2:30 pm.



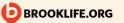






Chili Tent 12:00-9:00pm Corner of 83 & ES

Outdoor Light Show 7:00-10:00pm Also available every night 5-10pm through Jan. 1



Free Fun for the Whole Family 4:00-7:00pm

Live Ice Carving 4 & 6pm Live Reindeer 5-7pm (\$20 photos) S'mores and Hot Cocoa Inflatables and Carnival Games Cookie Decorating Chamber Gingerbread House Contest a-MAZE-ing Race Students' Social & Snacks (6-12th graders)

MIDNIGHT MAGIC COCOA MUGS ARE BACK!

Have a hot beverage wherever you go during Midnight Magic. Purchase your 14 oz. ceramic, 2024 Mukwonago Midnight Magic commemorative mugs at **Brooklife Church** at 857 S. Rochester Street, Suite 300, **The Garden Mart** on State Road 83, **Oddwillows Game Haven** on 114 Lake St, **Thomas Greenhouse & Gardens** at 420 Maple Ave or **Dragonfly Embroidery** at 611 Main St. Don't forget to return to any of these locations to **FILL IT**

FOR FREE during Midnight Magic.

Midnight Magic Mug sales will begin Wednesday, November 20th and will be available while supplies last through the day of the event for \$10 each. Get yours early!

Follow us on Facebook for the ever-growing list of participating businesses offering free beverages, or adult beverage specials like,

Badger Burger at 200 S. Rochester St, is offering a \$6 Bloody Mary or Old Fashioned in your mug.



CHRISTMAS PARADE Downtown Mukwonago, 3 pm

Grab yourself a good spot to watch the parade route. Thank you to the Rotary Club of Mukwonago for their work staging the procession at **Indianhead Park** and the procession, with Santa and Mrs. Claus, will march, dance and ride **to Park View Middle School**. The procession starts at 3 pm. Parade floats that want to be judged will have that opportunity when they pass by Mt. Olive Lutheran Church on main street. The winner will receive a \$25 cash prize.

Space in the procession is still available if you would like to participate. Scan the QR code below or visit the chamber website for your application.



ALASKAN MALAMUTE DOG SLED PULL

The Alaskan Malamute Club of Wisconsin will be having their all-breed weight pull outside Boneyard Pub & Grille at 215 Bayview Rd. Registration and weigh-ins start at 9:00 am with pulls starting at 11:00 am.



Scan the QR code for more information and updates about all of the Midnight Magic Events



857 S. Rochester Street, Suite 300

- FREE FAMILY FUN, 4:00 7:00 pm Cookie Decorating, Inflatables and Carnival Games, S'mores & Hot Cocoa, The a-MAZE-ing Race, Students' Social & Snacks (6-12th graders)
- LIVE ICE CARVING, 4:00 & 6:00 pm
- LIVE REINDEER, 5:00 7:00 pm (Photos \$20)
- GINGERBREAD HOUSE CONTEST Sponsored by Jane Walters, Coldwell Banker Realty
- A BROOKLIGHT CHRISTMAS
 Outdoor Light Show, 7:00 10:00 pm*

 *Available every night 5-10pm through 1/1
- DOUSMAN HOLIDAY BUS WALK THROUGH, 4:00 - 7:00 pm
- FREE CHILI TENT, 12:00 9:00 pm Corner of Hwy 83 & ES. While supplies last.



EDUCATORS CREDIT UNION

Stop by our table at Marketplace, MHS

CITIZENS BANK



4:00 - 9:00 pm HORSE DRAWN CARRIAGE & WAGON RIDES

Located at Mukwonago Field Park Refreshments are available for purchase (cash only) including cocoa, popcorn, and outdoor s'more-making activity.

TICKET PRE-SALE DEC. 2ND

- Citizens Bank Main Office
- 301 N. Rochester St.
- In person, cash only
- Carriage Rides: \$12 / Person
- Wagon Rides: \$7 / Person
- Children under 2 ride free with adult

Parking for the Carriage & Wagon rides will be at Parkview Middle School.

3:00 pm CHRISTMAS PARADE

- The procession starts at Indian
- Head Park and ends at PVMS.

9:00 am - 4:00 pm MARKETPLACE/CRAFT FAIR MUKWONAGO HIGH SCHOOL (WEST GYM)

Festive Holiday Shopping - 120+ Crafters/Vendors, Raffles, Concessions, and live Music, Grace Notes Jazz Ensemble and Grace Notes Brass Choir from 11:30am - 2pm.

\$3 admission 12 & older

9:00 - 11:00 am & 12:30 -2:30 pm PROFESSIONAL PICTURES WITH SANTA

Scan the QR on code on the map or visit the Mukwonago Chamber of Commerce website for scheduling.

11:00 am - 5:00 pm ALASKAN MALAMUTE CLUB OF WISCONSIN ALL-BREED DOG SLED PULL

See page 5 for more details.

5:00 - 7:00 pm REINDEER GAMES

- Get your photo taken with live reindeer at Brooklife
- Church, 857 S. Rochester Street, Suite 300, \$20

5:30 - 8:00 pm LIVE NATIVITY SCENE

St. Johns Evangelical Lutheran Church Indoor Live Nativity Showing at 5:30, 6:30 & 7:30pm

9:00 pm

FIREWORKS

This year fireworks show will be bigger and better than previous years thanks to our Platinum Sponsors. They will be shot from Phantom Lake and can be viewed from Indianhead Park.

Thank You to Our Supporter & Sponsors









CHURCH

BROOKLIFE















Magic Mug for FREE!

RAFFLE

 PHOTO BOOTH Great for Holiday Cards!

No need to register! **DIY Live Greens**

Holiday Centerpiece, \$25 ea.

Greens, picks , bow & container included. See store for details.



AMERICAN ENTERTAINMENT

While you are out tonight, join our clients in downtown Mukwonago (Badger Burger, Crush Wine & Social, Sandy's Miller Time, The Porch Bar, The Studio Martini Lounge) for Video Poker, Arcade Games, Darts and Pull Tab Sales.

A PERSONAL TOUCH DJ/OUR HOUSE BAND MC & DJ for Parade

BADGER BURGER

200 S Rochester Street Open from 11:00 am - 12:00 am! Bring in your Midnight Magic Mug for a \$6 Bloody Mary or Old Fashioned!

BE STUDENT CENTER, INC. **CHARITY OF CHOICE**

Visit us at the Midnight Magic Marketplace from 9:00 am - 4:00 p...

BONEYARD PUB AND GRILLE SILVER SPONSOR

215 Bayview Road Open until 2:00 am. We will be hosting The Alaskan Malamute Club of Wisconsin for their all-breed weight pull outside our restaurant. Weigh in starts at 9:00 am and the pulls start at 11:00 am

CRIVELLO, NICHOLS & HALL, S.C

114 Main Street Join us at our Midnight Magic Open House from 4:00 pm - 7:00 pm with Free Give-a-ways

CRUSH WINE & SOCIAL

110 S. Main Street Live Music by Super Dave and the Divergents 5:30 - 8:30 pm

CUB SCOUT PACK 29

At Field Park

Drive-thru pancake breakfast from 8:00 -11:00

Enter on Hwy 83/Exit on NN

DOUSMAN TRANSPORT CO., INC.

Come join us at Brooklife Church from 4:00 -7:00 pm to walk through our holiday bus!

DRAGONFLY EMBROIDERY, LLC

611 Main Street

Open 10:00 am - 9:00 pm. Mug Sales and Hot Cocoa Fill-Ups. 20% off all ready-made spirit wear for Mukwonago & East Troy

GAYLE ROBB DESIGNER

Professional photos with Santa. See Oddwillow's listing for more information.

JANE WALTERS, COLDWELL BANKER REALTY Sponsor of Gingerbread House Competition

JOHN'S DISPOSAL Provides Garbage and Recycling Services for Event

KAY'S ACADEMY OF DANCE, INC.

715 Main Street

Dance performances at 1:30, 5:30 & 6:30 pm

KNIGHTS OF COLUMBUS COUNCIL 7048

- Join us starting at 11:00 am for Lunch and
- Dinner on the Square.
- LYNCH MUKWONAGO
- Thank you for giving the parade
- dignitaries a smooth ride & signage.

MOUNT OLIVE LUTHERAN CHURCH

- 211 Main Street
- Parade Judging Area (Parade starts at 3:00 pm)
- Join Us for Live Entertainment
- 4:30pm 5:00 pm MHS Choir
- 5:00pm 5:30pm MHS Band
- 5:30pm 6:00pm MHS Orchestra

SILVER SPONSOR From the Thelen Funeral Services Family "Live Life Passionately, Celebrate Life Fully" W309 S4840 Commercial Dr. 560 Bay View Road **North Prairie** Mukwonago 262-392-4251 262-804-7099 thelenfh@gmail.com

MUKWONAGO COMMUNITY LIBRARY

- 511 Division Street
- Wed., Dec. 4th, 5:30 7:00 pm
- Story time, crafts & activities, Santa Claus visit,
- Tree Lighting at 7:00 pm
- Thurs., Dec. 5th, 5:30 7:00 pm Sensory Friendly
- Tree Lighting at 7:00 pm. (See page 3 for details)

NORRIS ACADEMY

- On the Square, Come purchase your Midnight Magic •
- Mugs from 1:00-4:00 pm. While supplies last.

ODDWILLOW'S GAME HAVEN

- 114 Lake Street
- Store Open 10:00 am 12:00 am
- Mug Sales and Hot Cocoa Fill-Up
- Professional Pictures with Santa
- 9:00 am 11:30 am & 12:30 pm 2:30 pm
- Preregister online
- game and earn tickets to enter our drawings. Craft THE PORCH BAR/THE STUDIO MARTINI LOUNGE
- free make-and-take ornaments & bookmarks.
- Write a letter to Santa and we will make sure it's
- forget to look for us in the Midnight Magic parade!

PHANTOM LAKE YMCA CAMP

- and sausage and take a picture with Santa!
- Ticket prices: \$8 per adult or child 13+,
- 3 are free. Buy tickets online.
- Enjoy the Santa Float in the Christmas Parade

- Open 10:00 am 12:00 am
- Come visit our Gift Kiosk for all of your holiday

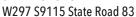
- be in house bring a receipt from a local small
- largest gift is comforter-sized. A tip jar and other (paid) options will be available for gift wrapping.

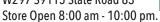
ROTARY CLUB OF MUKWONAGO

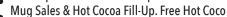
Thank you for assisting with the parade.

Open 5:30 - 8:00 pm Indoor Live Nativity (5:30, 6:30, & 7:30 pm Showings) Children Singing, Kids Crafts, and Snacks

THE GARDEN MART **SILVER SPONSER**







Gärden

Mart

- & Coffee Bar. Drop-In Live Greens Centerpiece
- Workshop, \$25, Free Photo Booth & Raffle

THE MUSIC CAFE

- 105 Fox Street
- Live music throughout the day featuring.
- 9:00 am 2:00 pm Music Cafe
- **Student Performances**
- 4:00 6:00 pm Rock Shop Bands (3)
- with Mike Murphy
- 6:30 8:30pm The Sun Kings with Mac Weast
- Annual Guitar raffle with proceeds
- donated to Mukwonago Fine Arts Boosters.
- Refreshments served (cookies & coffee)

- 204 Rochester Street
- Open until 2:00 am

THOMAS GREENHOUSE & GARDENS

- 420 Maple Avenue
- Open 9:00 am 9:00 pm
- Mug Sales and Hot Cocoa Fill-Up.
- 9:00 am 9:00 pm Snacks and Hot
- Cocoa, Giant Wreath Photo opp Area, and Christmas Village Showcase
- 10:00 am 6:00 pm Christmas
- Carolers and Music
- 11:00 am 6:00 pm Meet and
- take a photo with Mrs. Claus.
- DIY Craft Area Starting at \$10 including
- bird seed pine cone feeders
- 5:00 8:00 pm Join us for Hot Cocoa around the fire pit. Also, join us at MHS
- for the Marketplace Craft Show

• TREASURED TAILS PET MEMORIAL

- & CREMATION, INC.
- Opening in Mukwonago soon!

• VILLAGE WINE & LIQUOR

- 720 Main Street
- Open 9:00 am 9:00 pm. Your ONE-STOP
- SHOP to pick up something to keep yourself
- warm during the parade. Many in-store
- specials. Front of the parade route.

VILLAGE OF MUKWONAGO

- We thank the Village of Mukwonago Police,
- Fire & the Department of Public Works



- Game demos from 6:00 pm 12:00 am. Play any
- delivered to him. Try our wassail bar! And don't

- S110 W30240 Camp Road
- Breakfast with Santa held in the dining hall
- 8:30 am -11:30 am. Eat LOTS of pancakes
- \$6 per child ages 4 -12, and under

REVITALIFE4U

- 307 S. Rochester Street
- needs! Purchase any gift certificate and receive a free b-12 shot! On Sunday, December 8th 9join
- us from 9:00 am to 1:00 pm. Wrap with Bow will
- business and they will wrap a gift for free. The

ST. JOHN'S LUTHERAN CHURCH

410 W. Veterans Way







262-363-2373 Hours: T-F 10am-5pm, Sat 10am-noon, Eve by appt.



Wishing you the Best of the Season!



"Art is a great agent, he helped us buy our new home and sell our old one in less than 2 months. He was always avaliable and guided us through the whole process, these deals would not have happened without Art leading the way. We love our new house, thank you Art and First Weber."

Art Schneider 414-313-1320 www.ArtSchneider.FirstWeber.com aschneider@firstweber.com

2024 MIDNIGHT MAGIC CARRIAGE RIDES

Saturday, December 7 | 4-9 pm | Field Park, Mukwonago

Ticket Pre-Sale December 2, 2024

Pre-sale in person, cash only Carriage rides: \$12/person Wagon rides: \$7/person

301 N. Rochester St., Mukwonago 262-363-6500 www.CitizenBank.bank

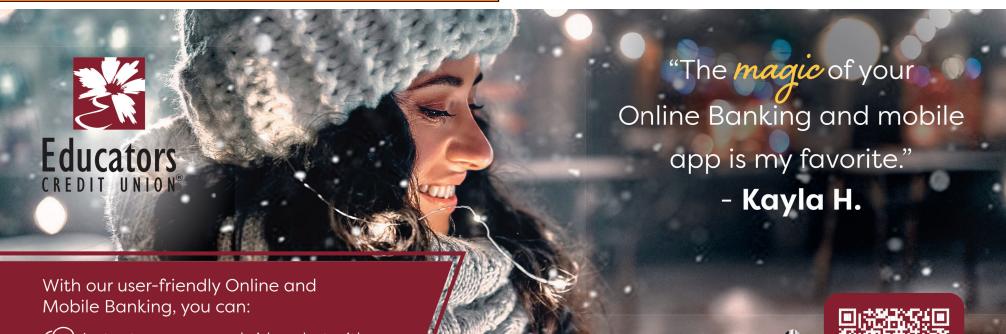




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CITIZENS BANK



Instant message and video chat with us.

Turn cards on and off with the Card Management tool.

Access free financial tools.

Insured by NCUA | Membership eligibility required.



Join today at ecu.com.

MIDNIGHT MAGIC HOLIDAY HOME DECORATING CONTEST

Sign Up Online by 12/13/2024

Judging EXTERIOR decorations only and will be the week of 12/16 - 12/20.

Homes located in the Mukwonago School District only. Free to enter. This contest is a fun, family-friendly event. Please keep the focus of your displays on the holiday spirit. Participants agree to have photos of their decorated homes posted on Social Media Platforms and the Mukwonago Chamber of Commerce Website.

Visit the Mukwonago Chamber of Commerce Website for details.

GINGERBREAD HOUSE CONTEST

Categories for bakers of all ages! Come participate in a friendly Gingerbread House competition. Register in advance on the Chamber of Commerce website or in person on **December 2**nd **between 8 am - 8 pm** when you drop off your creation **at Brooklife Church**, 857 S. Rochester St. For easy delivery, go to the north side door #3. Prizes & ribbons will be awarded during Midnight Magic!

While you're at Brooklife, have some fun with the family decorating cookies, making s'mores, playing games & let the kids bounce in their festive inflatables.



SAY CHEESE!

Take a variety of great holiday photos all over Muktown



Are you looking to take a great family photo for your holiday card? Bring the kids in those cute little Christmas outfits and come to downtown Mukwonago. You can pre-register online for a \$10, professional digital photo with Santa Claus taken by Gayle Robb Designer at Oddwillow's Game Haven, 114 Lake St. (See the Chamber of Commerce website for registration details. Space is limited.) Find unscheduled photo opportunities around town. Live Reindeer will be at Brooklife Church, 857 S. Rochester St., after the parade from 5 - 7 pm and Live Ice Sculpting at 4 & 6pm. A giant Holiday Wreath & Mrs. Claus will be at Thomas Greenhouse and Gardens, 420 Maple Ave, behind the Hospital, from 11 am - 6 pm. If you're looking for a Festive Holiday Background, visit the greenhouse at The Garden Mart, State Road

Follow Mukwonago Midnight Magic on social media for new photo locations, and please, share all your fun, family photos from the event with us on the Midnight Magic Facebook page.



We are Here to Serve All Your Legal Needs Stop in or Call for a Free Consultation

Midnight Magic Open House with Free Give-a-ways from 4:00-7:00pm

Located west of our Milwaukee headquarters, our Waukesha office boasts a more low-key environment with small-town charm, while still offering the same full range of legal services provided at our other locations.

Waukesha County Office

114 Main St. | Mukwonago, WI 53149 P: 262-363-7720 • F: 262-363-7721

www.crivellolaw.com

Also located in Milwaukee, Wauwatosa, Madison, Eau Claire, Chicago & St. Louis

Aptar

For career opportunities apply at https://www.aptar.com

APTAR MUKWONAGO

711 Fox Street Mukwonago, WI 53149 Phone 262-363-7191

Equal Opportunity/AA Employer



Experience the excitement of discovery and the magic of the season at homas Greenhouse Er Gardens Local Family-Owned & Operated Garden Center & Gift Store

- 9 am - 9 pm —

Hot Cocoa & Snacks Giant Wreath Photo Area

Christmas Magic on Display!

Visit Christmas Village in the Greenhouse

11:00 am - 6:00 pm

DIY Crafting Area Starting at \$10 Includes Birdseed Pine Cone Feeders

Meet & Take Photos with Mrs. Claus

Purchase & Fill Up Your 2024 Midnight Magic Mugs Here!



Mugs are \$10 each. While supplies last.



