

VISIT
Brookfield
WISCONSIN



SHOP. PLAY. DINE. STAY.

THE INSIDER'S GUIDE TO BROOKFIELD, WISCONSIN

FALL AND HOLIDAY



SCAN HERE FOR VISIT BROOKFIELDS WEBSITE →



WELCOME



Seems like we just got our flip flops broken in, and summer is over. School is starting, Buffalo plaid is making an appearance and pumpkin spice everything is everywhere. Buckle up, because Halloween, Thanksgiving and Christmas will be here before we know it. Bad news for those of us who still have our July 4th décor hanging around!

The good news is that there's still plenty of nice weather left. The Brookfield Farmers' Market doesn't close til the end of October so there's lots of time to stock up on hearty fall produce like carrots, squash, potatoes, and onions. Mmm...think fall soups and stews!

Our Brookfield parks are beautiful any time of year but there's something special about hiking and biking the Greenway Trail system in fall when the leaves turn pretty colors that helps us get over the end of summer sads. (See plaid reference above!)

Look out though, because when the leaves turn, the temps dip, and a woman's heart turns to Pinterest, there's sure to be holiday baking, decorating, and crafting ahead. Good thing Brookfield delivers with hidden gems like Cream City Yarn, Heart & Soul and Sara's Sweet Cheeks Gourmet Bakery, not to mention craft fairs and makers markets galore.

Here's our advice- tuck the kiddos back in their classrooms, book a couple tee-times for the golfer in your life (my husband says fall golf is awesome) and grab your girl gang for a little weekend getaway Brookfield style. That means pick one of 11 great hotels, enjoy tasty treats at one of more than 150 restaurants, and of course, go do some shopping. We used to measure our shopping options in terms of football fields, but that seemed like bragging. Now we just say Visit Brookfield for the best shopping, dining and unwinding in SE Wisconsin. If you know, you know. And if you don't, it's time you found out. We can't wait to show you all Brookfield has to offer in any season, but especially in fall.



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SCAN HERE FOR COMMUNITY INFORMATION →



COMMUNITY INFORMATION



Brookfield is a dynamic community offering the amenities of a major City while maintaining the friendliness of a small town. Our community is comprised of quality neighborhoods that provide exceptionally high property values and a well balanced tax base with a vibrant local business community.

I invite you to explore and experience Brookfield and see why we are a premier community at a reasonable cost.

MAYOR STEVEN V. PONTO

e-mail: ponto@ci.brookfield.wi.us
2000 North Calhoun Road
Brookfield, WI 53005-5095
Phone: (262) 787-3525

The City of Brookfield is a community of approximately 40,000 people who live in an area that covers more than 27 square miles.

Brookfield began in 1853 as a small settlement called “Brookfield Center” near present-day Elm Grove Road and Bluemound Road. In 1892, the community became known as “Brookfield” when it was incorporated into a village. In 1954, Brookfield was incorporated as a city — one of only two towns in Wisconsin to become a city during that decade.

Since its incorporation in 1954, Brookfield has strived to develop as a great place to work, shop, start a business, or raise a family.

From our high-quality office and industrial centers to the shopping areas along Bluemound Road, not to mention over 100 dining opportunities, to quiet residential neighborhoods and parks, Brookfield has it all!



City of Brookfield: City Hall

2000 N Calhoun Rd
Brookfield, WI 53005
Phone: 262-782-9650
Fax: (262) 796-6671
www.ci.brookfield.wi.us

Police and Fire Department

2100 N Calhoun Rd
Brookfield, WI 53005
Non-Emergency Police Number
Phone: (262) 787-3700
Non-Emergency Fire Number
Phone: (262) 782-8932

Brookfield Public Library

1900 N Calhoun Rd
Brookfield, WI 53005
(262) 782-4140
www.brookfieldlibrary.com

Brookfield Post office

17345 Civic Dr
Brookfield, WI 53045
Phone: (262) 782-0588
www.usps.com

Milwaukee County Transit System

(414) 937-3218
www.ridemcts.com

Waukesha METRO

(262) 524-3636
www.waukeshametro.org

For more information on the City of Brookfield please visit:
www.ci.brookfield.wi.us



LOCAL EVENTS

Brookfield's prime location just minutes from downtown makes us the perfect spot to stop after all sorts of big city events. We've called out a few of our favorites, but you'll want to check out milwaukee365.com for a complete list of area events. Once you've planned your getaway, flip to page 30 for a complete list of hotels.

FRIENDS OF RETZER NATURE CENTER'S APPLE

HARVEST FESTIVAL - Held Saturday, September 23, from 9-4pm at the Retzler Nature Center on Madison St. in Waukesha. This family-friendly event includes an apple market, scavenger hunt, Beer Garden, sweet treats like apple pies, apple crisp, apple cider and more. Shop the Arts and Crafts fair for unique items made from natural, upcycled, and re-purposed materials, all with a sustainable and eco-friendly theme. Admission is \$10 per car. For general information visit www.waukeshacounty.gov/appleharvestfestival/ or call 262-896-8007.



STATE FAIR HARVEST FAIR - Now in its 30th year, Harvest Fair at State Fair Park is a Milwaukee family tradition. From Lumberjack shows to country music, there's something for everyone. Make a scarecrow, go pumpkin bowling, or simply enjoy the amusement rides. The farmers market features everything from fall decorations, flowers food and more. Pro Tip- don't forget to pick up an Elegant Farmer pie (or 2!). Event dates are September 29-October 1, 2023. Admission is free, but there may be a charge for parking and other attractions. Visit www.wisstatefair.com/harvestfair/ for details.

ENCHANT CHRISTMAS - Have you heard about Enchant? Billed as the world's largest Christmas light maze and village, it makes its debut this winter at Franklin Field at Ballpark Commons from November 24th to December 31st. The maze features lighted tunnels and larger-than-life displays perfect for photos. The village is your chance to shop an assortment of vendors, specialty crafts and village boutiques. Plus, there are plenty of delicious holiday treats like hot chocolate, spiked lighted cocktails, homemade donuts and items you won't find anywhere else. Go ice skating through a dazzling Christmas light forest, and of course, meet the man himself, Santa! Find Enchant on Facebook, Instagram and TikTok, or online at www.enchantchristmas.com.





SCAN HERE FOR THE LATEST LOCAL EVENTS →



SEPTEMBER

September 22-23

Waukesha Octoberfest

www.waukesha-wi.gov/calendar

September 23

Apple Harvest Festival

www.waukeshacounty.gov/appleharvestfestival

OCTOBER

October 5

Zoo Brew

www.zoosociety.org

October 6-7

Wisconsin Antiques Dealers Show & Sale

Waukesha Expo Center

October 7

Family Free Day

www.zoosociety.org

October 7

Waukesha Art Crawl

www.waukeshart.com

October 7-8

Holy Hill Art Farm Market

www.holyhillartfarm.com/art-farm-markets

October 7-8

Cedarburg Octoberfest

www.cedarburgfestival.org/octoberfest

October 13-15

Hawthorne Hill Farm Harvest Market

www.hawthornehillfarm.com

October 19-22

Boo at the Zoo

www.zoosociety.org

October 20, 21, 27

Gothic History Tours

www.cedarburgculturalcenter.org

October 21

New Berlin Fall Harvest Art & Craft Fair

www.newberlinjuniors.org

NOVEMBER

November 3-5

Bloomin' Holidays

www.wisconsinart.org

November 4

Family Free Day

www.zoosociety.org

November 10-11

Holiday in the Grove

www.egwc.org

November 11

Brookfield East Craft Fair

www.brookfieldestffa.com

November 24

Perfectly Imperfect Holiday Market

www.perfectlyimperfect4you.com

November 17-December 22

Cedarburg Festive Friday Eves

www.cedarcreeksettlement.com

DECEMBER

December 1-31

Country Christmas Light Show

www.thecountrychristmas.com

December 2

Waukesha Art Crawl

www.waukeshart.com

December 8-10

Cedarburg Artist Guild Annual Holiday Art Fair

www.cedarburgartistsguild.com

December 16-January 1

My Papi Has a Motorcycle

www.harley-davidson.com/us/en/museum

December 1-31

Wild Lights and Frosty Nights

www.zoosociety.org

December 1-31

Fantastic Forest

www.zoosociety.org

December 2

Family Free Day

www.zoosociety.org

December 26-29

Frosty Free Week 2023

www.zoosociety.org

Check out Milwaukee 365 and Key Mke for other events.



EVENTS & ACTIVITIES

VILLAGE EVENTS

Mark your calendar for the Brookfield Village Tree Lighting Thursday, November 30th, an action-packed community event to kick off the holiday season. This is a family fun night packed with entertainment, crafts, sweet treats, food & beverages, bonfires, horse & carriage rides, live reindeer, letters to Santa, and of course- lighting of the beautiful holiday tree. For more information visit the Village of Brookfield website: www.villageofbrookfieldwi.com



SHARON LYNNE WILSON CENTER

A multidisciplinary nonprofit cultural arts facility situated on a 400-acre park in the City of Brookfield, the Sharon Lynne Wilson Center seeks to join nature and art in ways designed to educate and inspire. Since it opened in 2002, the SLWC has welcomed more than 55,000 people and over 10,000 students. Treat yourself or someone special to a performance at this beautiful facility.

September

- Garrison Keillor at 80- September 23

October

- Harmonious Wail- October 4
- Merz Trio: The Complete Brahms Piano Trios- October 13

November

- Jessica Vosk: My Golden Age- November 10

December

- Milwaukee Symphony Orchestra- December 8
- Voctave: The Spirit of the Season- December 15
- Milwaukee Jazz Institute: Big Band Holiday Concert- December 20





SCAN HERE FOR THE LATEST LOCAL EVENTS →



SUNSET PLAYHOUSE

Located on Wall Street in Elm Grove, the Sunset Playhouse is a non-profit community theater organization incorporated in 1954. After a 6-year building drive fund, the doors of the theater opened to the public in 1960, making it the first theater in the state to be built entirely by a community theater group. Theater tickets make a great gift for the holidays or any time, so plan to see one of the following 2023 shows and support a great organization. For more information, visit the Sunset Playhouse online at www.sunsetplayhouse.com



September

- Dad's Season Tickets- September 7-24
- Piano Man: Billy Joel Tribute – September 18-19

October

- The Sound of Her Music: Julie Andrews Tribute- October 12-15
- Blithe Spirit- October 29-November 5
- David Seebach; Illusions in the Night, 2023- October 20-22
- Denver, Diamond & Dylan- October 23-24

November

- Fairy Godmother's (Song) Book of Wisdom, 2023 (Children's Theater Series)- November 4
- Alice in Wonderland (Children's Theater Series)- November 11-12
- Seussical, Kids (Children's Theater Series) November 18-19
- Jayne Taylor Christmas Show- November 24
- The Best Christmas Pageant Ever: The Musical- November 30-December 17

December

- Three Tenors MKE Holiday Concert, 2023- December 5
- Dean Martin's Cool Yule- December 7-December 10
- A Carpenter's Christmas- December 11-12
- Matilda the Musical, Jr (Children's Theater Series)- December 18-19
- From Brooklyn to Bandstand: The Music of Neil Diamond & Barry Manilow- December 31





BROOKFIELD HAPPENINGS

CITY TREE LIGHTING AND GERMAN CHRISTMAS MARKET

German Holiday Market and Tree Lighting ceremony will be Saturday December 2nd 11AM – 6PM. There will be a large, heated tent with food/beverages, vendors selling a variety of items, and an entertainment stage that will feature local schools, studios and clubs choirs, bands and dance groups. Tractor pulled hayrides and free S'mores available outside in the plaza area. Inside City Hall there will be letters to and visits with Santa and holiday crafts. The event culminates with the lighting of the City's holiday tree in the Civic Plaza.

MILWAUKEE COUNTY ZOO

The Milwaukee County Zoo is not just for summer visits. Many animals like caribou, elk, harbor seals, and North American river otters are even more active in fall. Snow leopards and red pandas actually prefer this time of year. Elephants, giraffes, tigers and alpacas can also stay in their outside habitats if they choose. Grizzly bears, brown bears and Oscar the badger hibernate from mid-November til mid-March, though. So shhh...because no one wants to disturb a sleeping bear (or badger!) Still think cooler weather is “for the birds”? You're right! Flamingos will tolerate temps in the upper

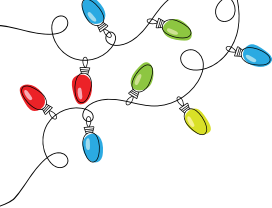


30's before heading inside for the winter. And the Whooping Crane will stay outside year-round.

While there's still lots to see and do at the Zoo in the fall and winter, the most important thing is safety for the animals and the people who care for them. Habitats need to be free of ice, so bummer...Hippo Haven is closed November-March. Inside exhibits are open year-round.

In addition to the animals, the Milwaukee County Zoo has several special holiday events.





SCAN HERE FOR THE LATEST LOCAL EVENTS →



Wild Lights and Frosty Nights

December 1-31 (EXCEPT December 4,5,11,12,24 and 25). The Zoo transports guests to an illuminated destination with millions of sparkling lights throughout the forest and pathways. Enjoy an enchanted evening under the stars while strolling along pathways glowing with a variety of animal-themed light displays. Even MORE lights to be added in 2023!

Fantastic Forest

December 1-31 Local youth groups decorate nearly 70 trees inside the Zoo with animal-themed, homemade ornaments. The Fantastic Forest is a great opportunity for local youth to

learn about animals, use their imagination, show off their work and engage the community. The trees are visible through the month of December.

Frosty Free Week 2023

December 26-29 9:30 am-2:30 pm It's the season of giving, and the Zoo offers a week of free daytime admission to thank guests for their support. Visit the Zoo during "Frosty Free Week" – to enjoy animals and nature. All guests receive free daytime admission December 26-29. (Regular concessions and attraction rates apply. Regular admission rates apply to the Zoo's Wild Lights night event.)





UNIQUE SHOPPING

National chains can be an asset to a city, and no question, the Brookfield area has some of the best in the business. But locally owned businesses are the heart and soul of a community, and we are pleased to feature a few of our favorites.

STAN'S FIT FOR YOUR FEET

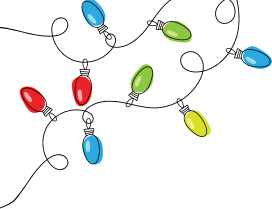
Since June 15, 1950, when Emerence and Stanley Sajdak first opened the doors of Stan's Bootery with "complete and exclusive lines of men's and juvenile footwear", the Sajdak name has been synonymous with quality footwear. Son Jim grew the business into Stan's Fit For Your Feet, and he is now joined by his 4 children. This 3rd generation family business has expanded into 3 stores in SE Wisconsin, and one in Niles, IL. Each is a one-stop-shop featuring athletic shoes, and work shoes plus on trend dress shoes and sandals.



Stan's is definitely a family affair, but there's so much more to the store than meets the eye. A Podiatrist is a person who has specialized training in conditions affecting feet and lower limbs, and Stan's has five of these specially trained and certified professionals who can evaluate feet, fulfill doctor's recommendations, and recommend appropriate footwear and orthotics. They also work closely with corporations, healthcare facilities and the hospitality industry to match shoes and orthotics for optimum staff comfort and safety. Each location uses the Aetrex's Albert 2 Pro Foot

Scanner to help customers find the best and most comfortable shoe for their feet.

Deeply involved in the community, Stan's has partnered with Share-A-Pair Shoe Drive to donate and distribute more than 310,000 pairs of shoes to area non-profits such as Father Gene's Help Center, Milwaukee Rescue Mission and Hope House Milwaukee. They actively participate in health fairs and educational events where they speak on the topic of foot health. And with the help of generous customers, Stan's participates in Non-Profit Round-Up Campaigns to benefit causes like the Pancreatic Cancer Network, Susan G Komen SE WI, and Children's Hospital Foster Care program. There are also fashion shows (highlighting shoes, of course!) and a fun Girls' Night Out for us gals.



SCAN HERE TO DISCOVER BROOKFIELD SHOPPING →



All of this has earned the Sajdak family some well-deserved recognition. They've been named Milwaukee's Best Shoe Store by Milwaukee A-List and Shepherd Express for multiple years, 2013's National Shoe Retailer of the Year, SE Wisconsin's Top 10 Businesses of the Year in 2014, MKE Lifestyle's Best of Greater Milwaukee in 2014,



A MKE Journal Top Choice Award Winner in 2018 and 2019, And winner of the Wisconsin's Family Business Sole of the Family award in 2015. Jim Sajdak is also a valued member of the Visit Brookfield Board of Directors. Find Stan's Fit For Your Feet at 17155 W Bluemound Rd.

CREAM CITY YARN

Cream City Yarn operates in a beautifully restored cream city brick schoolhouse in Brookfield. First opened in 2011 by owner and "knitter extraordinaire" Nicole Anderson, CCY features some of the best yarn, books, needles, and notions you'll find in the area.

Fiber enthusiasts will recognize names like Brooklyn Tweed, Harrisville Designs, Jamieson and Smith, The Farmer's Daughter Fibers, Lopi, to name a few. Whether you like wood needles or metal, sets or singles, straights, or circulars, CCY has a wide selection to choose from. Accessories include Raenworks project bags, stitch markers and holders, and knitting themed gifts like candles, puzzles and fragrances- many from local vendors.

Lots of knitters (like me) head to Ravelry for online knitting and crochet patterns, but there's still something special about holding a shiny new pattern book or magazine. Cream City Yarn features classics like Knitting Without Tears by Elizabeth Zimmermann right alongside new publications like the Doodle Card pack by Pacific Knit Co.

Not a knitter but want to be? Cream City Yarn offers a variety of classes for the beginning and experienced student of knitting and crochet. The holidays are right around the corner so consider a project kit or CCY gift card for the knitter in your life. Who knows, they might just knit something for you in return! Located at 15565 W North Ave.



MORE UNIQUE SHOPPING

DRESSED IN TIME

Dreaming of a unique dress for Homecoming or a dazzling gown for a special holiday party? Dressed in Time has you covered.

Dressed In Time began in Greenfield in 2006. When the shop outgrew the space, the mother-daughter duo moved to a larger location in Brookfield. The specialty boutique now resides in a 4,000 sq ft building full of beautiful gowns for any formal occasion.



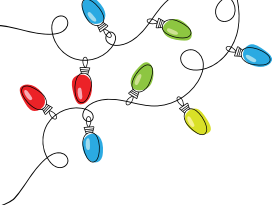
Offering a gorgeous array of prom and homecoming dresses, Quinceanera and pageant gowns in a variety of colors, styles and silhouettes by designers like Jovani, Sherri Hill, Amarra and Ellie Wilde, young fashionistas are certain to find the right dress to fit their style and personality.



Weddings can be stressful, but finding the perfect mother of the bride or groom dress doesn't have to be. Dressed In Time features a wide selection of dresses for every personal style and body type from size 000 to 26W.

An assortment of jewelry and hair accessories from Jim Ball Designs completes the formal look. A full-service boutique, alterations are done on-site by an in-house expert seamstress for a perfect fit. You'll find Dressed In Time at 17110 W Greenfield Ave.





SCAN HERE TO DISCOVER BROOKFIELD SHOPPING →



PENZEY'S

When the tagline is “love people, cook them tasty food”, you know you’ve found the north star for foodies. Bill and Ruth Penzey Sr. opened the original Penzey’s in Milwaukee in 1957 as a coffee and spice shop. Son Bill Penzey Jr. entered the family business at the age of 10, created his own major at UW-Madison that combined food science and history, and dedicated himself to all things spice related.

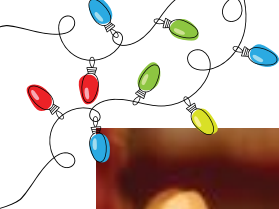


The catalog business launched in 1985, and in 1994 the first retail store opened. Arguably still one of the most prominent names in spices, Brookfield is fortunate to have a Penzey’s store right around the corner at 19300 Janacek Ct. From single spices like dill, oregano and some of the biggest, bestest bay leaves around, seasoning blends like Sunny Paris, Mural of Flavor and Tuscan Sunset (all staples in my house), baking essentials like vanilla, cocoa and cinnamon (5 different varieties!), and unique offerings like Baking Spice, Charnushka, and Epazote, a visit to Penzey’s is a feast for eyes and nose. Not sure if an herb, spice, or blend is right for you? Jars are there for sniffing, and trial size bags are available for purchasing. Gift boxes and gift cards make the perfect gift at the holidays or anytime. Online shopping is also available (but doesn’t smell as good) and they’ll ship almost anywhere. Seriously, check your gift list- what teacher, hair dresser or picky in-law wouldn’t like a little extra spice in their life?!

SMALL BUSINESS SATURDAY



Small Business Saturday happens on November 25, 2023. Recognized as a day to celebrate and support small businesses, Visit Brookfield encourages you to seek out and patronize local shops in the Brookfield area. #shopsmall #shoplocal



GIFT GIVING

Grab your notebook and your highlighter- this next bit is going to be like speed dating for gift giving. Available in any price range, impossible to mess up color or size-wise, with a gift card option, we've rounded up some of our favorite things to give (or get!) for hostess gifts, party favors or stocking stuffers. Ready, set, go!

Nothing Bundt Cakes

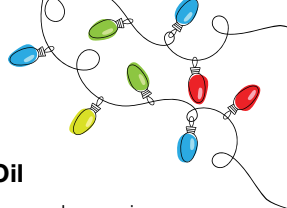
This ain't your momma's 1970's bundt cake. Delicious (and dare we say moist) Bundts come in a variety of flavors and sizes. Red Velvet is a favorite in our house as is White Chocolate Raspberry. Choose from full size Bundts, Bundtlets or Buntinis, all with their signature buttercream frosting. You will earn favorite guest status if you ring the doorbell with a box from Nothing Bundt Cakes in your hand. In Harvard Square, 18000 W Bluemound Rd.



Total Wine and More

Is it even the holidays without Bailey's for your coffee or some Brandy Slush? From that bougie bourbon your brother wants, to the house chardonnay that keeps peace in the family, if it comes in a bottle, you'll probably find it at Total Wine. Knowledgeable staff will help you pick the perfect wine pairing for any holiday meal, direct you to the hottest microbrew and won't judge if you fill your cart with White Claws for the neighborhood trunk or treat. Located in Calhoun Crossing, 17300 W Bluemound Rd





From Olives to Oil

Hand selected from producers in Italy, Olives to Oil stocks only the finest, freshest olive and nut oils, and balsamic vinegars. We're purists in our family, so the Vintage Balsamic is our go-to for dressing salads and drizzling on a charcuterie tray. Ditto our olive oil, although we do find room in our cupboard for oils from Italy, Greece, and Spain. Another favorite is the Italian Blend Extra Virgin Olive Oil, an Olives to Oil exclusive blend. A variety of complimentary products, such as pastas, sauces, seasonings and Olivella brand beauty products are also available. In The Plaza at 17125 W Bluemound Rd



Fava Tea

Coffee may be how we start the day in my house, but most evenings we finish with a nice cup of tea. Black, green, oolong, herbal or flavored, we drink it all depending on our mood. If you're not sure where to start your tea journey, head to Fava Tea for some great advice. With varieties like Pumpkin Harvest Rooibos, Caramel Apple Chai and Maple Sugar Black, you're sure to find "a cuppa" to your liking. Seriously, how can you not want to try a cup of Reindeer Drool?? Find them at 18895 W Bluemound Rd



Lang Seasonal Outlet

This one is a seasonal pop up, so best to keep your eye on the website or their Facebook page for dates and times. When they're open, there are great deals on some of your favorite Lang products like puzzles, cards, stationery and more. It's definitely worth the effort, but if you can't wait, shop online at langoutlet.com. In the Brookmound Plaza- 17800 W Bluemound Rd



APPLES, PEACHES, PUMPKIN PIE

When fall rolls around, even city folks like us head out to the orchards to pick apples. Lots of apples. September to early October is prime apple picking time, and we have several places for you and your family to check out, so get those piecrusts ready. (Store-bought is fine, we won't tell.)



Patterson Orchards in New Berlin

Established in 1967, Patterson Orchards in New Berlin grows 33 varieties of apples, plus pears, plums, and concord grapes. They carry other regionally grown fruits in season like peaches and blueberries from Michigan, and citrus from California. Treat yourself to their home-made caramel apples, and other tasty treats from their store. (Not a pick-your-own orchard.) Find them on Facebook or call 414-425-0563.



Weston Antique Apples

on National Ave in New Berlin. The oldest active orchard in Waukesha, it was first established in 1935 and has supplied the public with historic (read heirloom) apple varieties for more than 60 years. They have more than 600 trees and 100 varieties of apples- some dating back to the late 19th century! Their calendar of events includes tour of the Prospect Hill settlement on September 19th, and an Apple Fest on October 1, 2023. Best to call ahead before visiting this unique property. (Not a pick-your-own orchard.) Visit them on Facebook, online www.westonapples.com or call 262-679-2862.



Auntie Evie's Apple Orchard

on National Ave in New Berlin. A traditional apple orchard and farm stand, Auntie Evie's has a little bit of everything- apples, pears, squash, grapes, canned items and more. A cool thing about Auntie Evie's is their Mixed Apple bushels perfect for home-made applesauce! Choose pick-your-own apples and grapes or purchase them already picked. Find them on Facebook or call 262-679-3776 for hours and details.



Awe's Apple Orchard

on S Lover's Lane in Franklin makes for a fun family outing. Featuring a cute shop with tasty treats, hot ham and rolls, donuts, pies, pumpkins and of course apples! Pick your own or purchase already picked varieties like Cortland, Honey Crisp, Jonagold, Red Stars and my personal old-school favorite- McIntosh. Find them on Facebook or call 414-425-1426.



Rim's Edge Orchard

in Germantown is another great pick-your-own option. Featuring 25+ varieties of apples, 5 kinds of peaches, donuts, fresh cider, honey from their own bees, and more! Pick-your-own is available Friday-Sunday, September- October. Visit them online at www.rimsedgeorchard.com for more details and a ripening schedule. Find them on Facebook or call 262-509-0090 for picking information. Pre-picked apples are also available in-store.





APPLES, PEACHES, PUMPKIN PIE



Peck and Bushel Fruit Company on Hwy Q in Colgate is definitely worth the drive north. This family owned and operated organic orchard grows more than 30 different variety of apples. They press their own organic cider and make other tasty apple products. If you want a pick-your-own apple experience, this is a great place. Visit them online at www.peckandbushel.com on Facebook and on Instagram, or call 414-418-0336.



The Elegant Farmer began as a dairy farm in Mukwonago in 1946. A permanent farm stand was built in 1950. Originally named the Davelmer Market after the brothers who owned it, it became The Elegant Farmer in the 70's. Famous for their Apple Pie Baked in a Paper Bag, and CiderBaked Ham, muffins, fruit breads and much more. Pick-your-own apples and pumpkins during Autumn Harvest Fest, held Saturdays and Sundays only from September 9-October 22. Find them on Facebook, visit them online at www.elegantfarmer.com or call 262-363-6770



Watching It's The Great Pumpkin, Charlie Brown is a tradition in my house. Ditto pumpkin carving, homemade pumpkin bread, and oven roasted pumpkin seeds. While we've been known to buy a pumpkin at the grocery store in a pinch, we've found a few places that are a lot more fun....



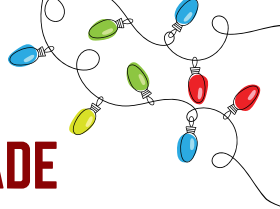
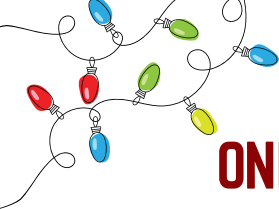
Schuett Farm State Road 83 in Mukwonago.

There's not much you won't find at Schuett Farms—pick-your-own pumpkins by the pound, hayrides, a giant slide, cornstalk bundles, gourds, mums, and more. But the highlight is the 12-acre, 4-mile corn maze! It features an interactive checkpoint system that allows you to use your smartphone to navigate through the maze. The maze is not haunted, so it's perfect for families. If you needed extra incentive to visit, did we mention bags of hot cinnamon sugar mini donuts? Pre-picked pumpkins are also available. Find them on Facebook and Instagram, online at www.schuettfarms.com or call 262-968-4348

Basse's Taste of Country County Line Q in Colgate. Since 2000, the Basse family has offered family-oriented fun with events like Pumpkin Fest September 17th through October 31st. Explore Happy Jacks Pumpkin land, pick-your-own perfect pumpkin, visit the 8-acre corn maze and enjoy more than 65 fun activities for the whole family. Basse's also has everything you need to decorate your home for fall—Indian corn, corn stalks, straw bales, squash, gourds and more. This is a ticketed event, so please visit their website for pricing information. While you're at Pumpkin Fest, don't miss a trip to the Corn Crib Café for caramel apples, apple cider donuts, apple cider slushies and more. The Beer Barn features local craft beers, hard seltzers and kombuchas as well as non-alcoholic options. You'll want to go back to Basse's in summer for U-Pick strawberries, Apples and Sunflower Fest in early September, so bookmark the page. Find them online at www.bassesfarms.com, on Facebook and Instagram or by phone at 262-628-2626.

FALL COLORS

Alright, we admit it, Brookfield might not be “up north” Wisconsin but with 11 city parks we guarantee you'll find some beautiful leaves making a colorful fall show. Take a walk, hike or bike ride and enjoy the crisp fall weather before the snow flies. Besides, the pumpkin bread and apple pie need time to cool off before you dig in.



ONE OF A KIND & HANDMADE



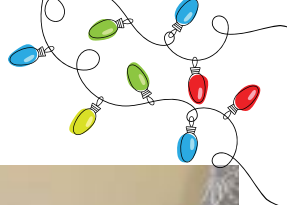
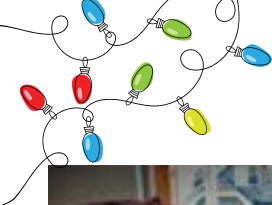
Craft Fair, Makers Market, Art Festival, whatever you call it, come fall Brookfield is a hotbed of creativity. From hand-painted wooden signs, to knit and crochet items, fabric crafts and small batch treats and candies you'll find one-of-a-kind handmade items at craft fairs across the community. Here are some of our favorites.



Brookfield East Craft Fair

Now in it's 48th year, the Brookfield East High School Friends of Fine Arts Holiday Arts and Crafts Fair will be Sunday, November 12th from 10-4 pm. This is one of Wisconsin's largest juried arts and craft fairs with over 180 booths of local artisans from the Midwest offering unique, hand-crafted items. You'll find pottery, jewelry, seasonal décor, textiles, woodworking, candles and more. Food and beverages are available. Admission is \$5. For more information visit, www.brookfieldeastffa.com





Holidays in the Grove

Come for an outdoor celebration of the fall and winter holiday seasons Friday November 10th 4-8 pm, and Saturday November 11th 10 an-4pm at Christmas in the Grove! Located at the Elm Grove Women's Club, the event features handmade gifts, wearable art and delectable treats from a variety of new and returning vendors. Enjoy a signature holiday cocktail, savory lunch fare, and delicious baked goods. There's a prize raffle and wine pull for the adults. Admission is \$5. From jewelry to woodworking, from ornaments to one-of-a-kind clothing, you will find something for everyone on your list and hopefully something for yourself too! For more information visit: www.egwc.org



Perfectly Imperfect Holiday Market

The Brookfield Conference Center is the location for this one-of-a-kind vendor fair held November 24th from 10 am to 4 pm. Shop more than 100 vendors featuring jewelry, wood products, signs, decorative glass, holiday decorations, sewn items, crochet items, blankets, towels, and more. Sweet treats like cookies, candy, and bakery items are also available. There's even a cotton candy vendor! Admission is \$2. For more information visit www.perfectlyimperfect4you.com





CALLING ALL COOKIE LOVERS



Accounting Associate by day, cookie baker and decorator extraordinaire by night, Sara Walker is the creative force behind Sweet Cheeks Gourmet Bakery.

Sara began baking in middle school with her mom and loved decorating cakes. The cookies came much later. Sara is self-taught, learning much of what she knows from online videos- so there's hope for the rest of us! Her first official class was about 3 years ago for a group of friends, and Sara was happy to share her passion for cookie baking and decorating with them.

It's the detailed decoration of the cookies that makes them so special (they're delicious too though!) And that's the part Sara finds therapeutic. She said when she's doing cookies, "the world disappears, there are no problems, no troubles", and she decorates far into the night. We love the image of Sara, magically turning plain cookies into little edible works of art. Sara is in accounting, "all numbers, not really creative", she said. Activities like crocheting, drawing and cookie decorating are just the creative outlets she needs.

Sara admits cookie cutters are her obsession. She has over 1,200 now in her collection sourced from a variety of places including Etsy. Her first cookie cutter was a Christmas stocking, and she said she has so many cutters that its too hard to pick out her most unique designed cutter. Some of her favorite cutters are "the Nancy" from Kaleidacuts and a Gingerbread man from Sweet Sugarbelle. Her favorite cookies to decorate are ..all of them! She hasn't found a theme or design she hasn't enjoyed decorating (yet).

Lucky for us, Sara teaches locally at Art-n-Soul studio in the Village of Brookfield. Known



COOKIE LOVERS, SCAN HERE →



If you want Sara's special recipe, you'll have to take her class. But here's one we like a lot.

for their unique class offerings, Art-n-Soul is the perfect fit. Sara said her classes are for everyone—men, women, and pre-teens—no experience necessary. Classes have a theme like “Sweater Weather”, “Hanging With My Gnomies”, and “Santa’s Workshop”. Students make 6 cookies. Sara bakes the cookies ahead of time, and brings already colored and bagged frosting. She goes over all the supplies and where to find them as well as instructions for how to make the frosting and cookies at home. Both recipes are included, and Sara shares her tips and techniques freely.

She said once class starts, there’s not a peep in the room. The world disappears for them, and becomes a sort of therapy, just like it does for Sara. She said her students impress themselves. “Most have never held a piping bag or worked with a sugar cookie before”. But with Sara’s help, they create beautiful and tasty cookies. “Are they perfect? No but they look great, and they taste great!” Sara said, sharing that her first cookies were hideous. We doubt that very much, but we do like the idea that we can eat our mistakes and no one ever has to know. What happens in cookie class stays in cookie class. Like Sara always says, decorating cookies is supposed to be fun, not stressful and in the end, “it’s just a cookie”.

Find out more about Sara’s classes at artnsoulinspired.com.

Like them on Facebook at Art-N-Soul Design Studio and at Sara’s Sweet Cheeks Gourmet Bakery.

Tasty Cut Out Cookies

Ingredients

1 C butter	5 C flour	1 C sour cream
2 C sugar	1 1/2 tsp baking soda	1/2 C buttermilk
3 eggs	1 1/2 tsp baking powder	2 tsp vanilla
mix together	mix together & add to wet ingredients	add to mixture

Mix all together and refrigerate overnight, roll out fairly thick dough with a generous amount of flour (dough will be sticky) and cut into shapes. Bake at 375, until edges turn slightly brown (approximately 8-10 minutes.)

Glaze:

1/2 C butter
2 C powder sugar
2 tsp vanilla
(clear vanilla for white glaze)
2 tbsp milk
mix together
(add food coloring if desired)
frost cookies & decorate





BRUNCHING IN BROOKFIELD

Doesn't matter if we're home with our friends and family, or together in the office, we're a brunchy bunch over here at Visit Brookfield. If we had to build a business case for the bespoke meal, it would be this...brunch is later than breakfast leaving time in the morning for the gym, a bit of work, church, or some household chores. But it's earlier than lunch so there's still plenty of afternoon left to be productive. Unless you have to many mimosas and need a nap. Not that we condone that kind of behavior. Check out some of our favorites below. (We'll meet you there...)



Brunch It Up at Sendik's Plaza

Come for the Eggs Bennys, stay for The Dad Bod! Brunch It Up features brunch classics like French toast and omelets as well as fun items like Breakfast Egg Rolls, Fried Green Tomato Benedict, and Croissant Beignets (don't wear black for this one...). The cocktail list is clever, too. Mimosas come in a variety of flavors like orange, grapefruit, and pineapple (and bottomless!). Or try the "Beermosa" made with Spotted Cow, OJ and peach liqueur. A Bloody Mary flight pairs the traditional brunch beverage with your choice of infused vodka flavors. Rishi tea, signature Brunch It Up blend from Valentine coffee and an assortment of juices round out the menu. Did we mention the Bacon Flight? Yeah, they have that too. Located in the Sendik's Plaza.



Honeyberry

If you believe that "Happiness is a pancake breakfast!" then you've come to the right place. The menu includes "Family Favorites", "Blissful Bennys", "Outstanding Omelets", "Signature Skillets", "Wonderful Waffles", and "Colossal Crepes" to name a few. But who's kidding who, we're here for the specialty pancakes. Put the notifications for points, carbs and red foods on mute and get serious about pancakey goodness like Red Velvet, Nutella, Cinnamon Roll and Oreo S'Mores. Honeyberry also features Bottomless Mimosas and Bellinis, smoothies, coffee and variety of craft cocktails. There's lots of healthy options like wraps and salads, too. Find them at 17915 W Bluemound Rd.



SCAN HERE TO FIND SOMETHING TO EAT →

Original Pancake House

It does not get more OG than The Original Pancake House, the first of which opened in Portland, Oregon in 1953. They haven't been in Brookfield quite that long, but they certainly have become a community icon. Fresh ingredients like real 36% whipping cream, grade AA eggs, hard wheat flour, and special homemade sauces make a trip to The Original Pancake House a must. While known for their Dutch Baby, sweet, stuffed or savory crepes, and fluffy plate-sized omelets, it's the pancakes that keep us coming back. But these are not just any old pancake- these are OPH secret recipe pancakes, and there's lots of them to choose from- traditional buttermilk, blueberry, bacon, silver dollar, potato, and some of the best Swedish pancakes with lingonberries this side of Door County. Fresh squeezed juices, hot coffee, and thick sliced bacon round out a delicious menu. They're at 16460 W Bluemound.



Mimosa

Voted best brunch spot in Milwaukee, Mimosa “takes your favorites and serves them with a twist”. We love the variety- in addition to “egg-centric” items, waffles and pancakes, Mimosa adds oatmeal options, 3 choices of authentic Greek yogurt, and a “Morning Jambalaya” that we can't wait to try. Imaginative salads (think roasted beets with imported Feta and an orange champagne vinaigrette), homemade soups and sandwiches are available if breakfast food isn't your thing. A cocktail and beverage list includes Mimosas (of course!) Bloody Marys, and

a selection of Wisconsin beers. Eggs are cage free and locally sourced, the coffee is blended specially by Colectivo, and the juices fresh squeezed. You know any place that serves Tabbouleh as a side has got to have it going on. And we are here for it. Gluten free, vegetarian, vegan, nut free and plant-based options available. Find them at 275 Regency Court.

First Watch

The Brookfield Patch voted First Watch “Best Family-Friendly Restaurant” for their fresh, made to order breakfast, brunch and lunch. With a menu that changes seasonally, there's always something new to try, but fan favorites (like Million Dollar Bacon) keep coming back. We love the fresh juices, and even healthier options like the Sunrise Granola Bowl, and the Power Wrap make us feel like we're splurging. Fresh sandwiches and crisp salads join traditional omelets, frittatas, French toast and waffles for a varied “whatever you're hungry for” kind of menu. Pro tip: don't miss the small plates and sides. I may be a Wisconsinite born and bred, but even I can't resist a big bowl of creamy, steamy grits. Yum. Located at 17550 W Bluemound Rd.



MAKE IT A HOLIDAY EXPERIENCE THIS YEAR



It's not all Chick-Fil-A and Diet Cokes over here. Every now and then we like to ditch our yoga pants, get all gussied up and head out for an evening of fine dining. Brookfield has lots of great places for celebrations, date nights, and other special occasions, but when we want the tenderest, juiciest steaks, fresh, succulent seafood and impeccable service in an upscale atmosphere, here are a few of the best.

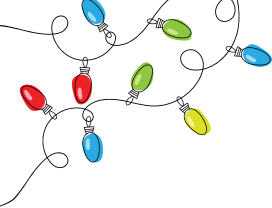
Cooper's Hawk

While the menu is outstanding, it's the wine experience that brings us back to Cooper's Hawk time and time again. Inspired by wine country, Cooper's Hawk aims to bring that experience a little closer to home. The winery, located in Woodridge, Illinois sources the best grapes and growers from around the world to craft over 50 artisanal wines that can only be found at Cooper's Hawk. Their Napa inspired tasting area is a great way to introduce your palate to new wines. And if you like what you've tasted, you can pair it with a menu item, purchase a bottle to take home, or join their monthly wine club. Wine club memberships come in a variety of frequencies and price points and make a great gift for birthdays, weddings, anniversaries, or the holidays. (Hint, hint...) We love the appetizers and small plates, the entrees, the wine list (and wine flights when we can't make up our minds). There isn't really anything we don't love about Cooper's Hawk. Fun fact- Their Sommelier is one of only 149 Master Sommeliers in the Americas, and one of only 15 professionals who passed all three sections of test on the first try. Cooper's Hawk's Master Sommelier is a woman (super cool all on its own), and her name...wait for it... is Emily Wines. (For real.)



Fleming's

It doesn't get much fancier than Flemings. A traditional steakhouse, the menu includes classics like shrimp cocktail, wedge salad, lobster bisque, and creamed spinach. The wine list is (chef's kiss) par excellence. Steaks are seasoned with Fleming's signature salt and pepper blend and seared in a



SCAN HERE TO FIND SOMETHING TO EAT →



1600-degree broiler to lock in every bit of flavor. The New York strip is my favorite, but someone else in my household gets seriously weak in the knees over the bone-in ribeye. We do agree on the seasonal creamed corn, however. At Fleming's, even happy hour is classy. ("Social hour" really does sound better doesn't it?) From 4-6pm Sunday-Thursday, you'll find a selection of "bar bites" starting at \$13, and hand-crafted cocktails for \$9. A Taste for Twosday 3-Course is a prix fixe menu for 2 guests, with choice of starter, sides, and sharable entrée. Surf & Turf Sunday pairs king crab and lobster with tender filets. Entrees include salad and dessert, and there are several recommended sides to share.

Mr. B's

The name Bartolotta is synonymous with great food, and Mr. B's is no exception. In addition to the food, service and atmosphere, another thing that makes this restaurant so special is it's local ownership. One of 7 Milwaukee-area restaurants in the Bartolotta portfolio, Mr. B's has an approachable steakhouse vibe. The menu is classic and perfectly executed- shrimp cocktail, shellfish

bisque, wedge salad, steaks and seafood, and a variety of toppings and sauces to personalize your menu choice. Mr. B's also has 2 veggie-centric items on the menu that I love- roasted carrots with orange honey-glaze and mint, and a BBQ-spiced cauliflower steak. As hard as it is, you will want to save room for dessert- trust me. If ice cream drinks and dessert martinis weren't enough, there's warm peach bread



pudding, and flourless chocolate torte. Mr. B's impressive wine list also encompasses a variety of after dinner drinks, cordials, ports, sherries and cognacs.

DINE IN BROOKFIELD

WEDNESDAY, NOVEMBER 1ST – WEDNESDAY, NOVEMBER 8TH.



We are happy to announce that Dine-In Brookfield will be back for 2023 after being on hiatus since 2019. This year's event will be an 8-day Fall event, Wednesday November 1st – Wednesday November 8th, which will highlight the culinary quality and diversity Brookfield has to offer. We have an amazing group of restaurants lined-up and our hope is that you will get out and try something new or re-discover an old favorite. A lot has changed since 2019 but Brookfield's restaurant scene was able to weather the storm and is poised for growth and ready to show off. There is truly something for everyone's taste! Participating restaurants will offer some great deals and some will even offer off-menu items during Dine-In Brookfield. We will also showcase all that each restaurant has to offer – from catering options, to private event space, to their happy hour deals and so much more! So mark your calendars now and ensure you are a part of the salute to Brookfield's foody scene! Follow us on social media to learn more and remember to take pictures while you are out and about, as we will be giving away prizes for pics throughout the event.



SCAN HERE TO LEARN MORE ABOUT OUR DINE-IN EVENT →

**ENJOY THIS AMAZING OPPORTUNITY
AT THESE ESTABLISHMENTS:**

- Mr. B's
- Buffalo Wild Wings
- Maxim's
- Bar Louie
- Brunch It Up
- Badger Burger Company
- Bonefish Grill
- Fujiyama
- El Gaucho
- Bullwinkle's
- Mitchell's Fish Market
- Red Robin
- Outback
- Pivot Room
- Jake's
- North Star Bistro

And More

Subject to change (compiled as of September 12, 2023)





FALL INTO BROOKFIELD.



One of our favorite things to do is to schedule a little Girl's Trip. If it can't be somewhere warm, then we like to get a group of friends together, book some hotel rooms and spend a long weekend shopping, dining and relaxing. Brookfield has 11 hotels to choose from with a variety of amenities- all within minutes of great restaurants, spas, and Wisconsin's only Von Maur department store. With an ideal location off I-94, Brookfield is an easy, central location for girlfriends to gather.



COUNTRY INN AND SUITES

1250 S Moorland Rd
Brookfield, WI 53005
(262) 782-1400 • (800) 333-3333
www.radissonhotelsamericas.com/countryinn



DOUBLETREE BY HILTON

18155 W Bluemound Rd
Brookfield, WI 53045
(262) 792-1212 • (800) 222-8733
www.hilton.com/en/hotels/mkebkdt-doubletree-milwaukee-brookfield



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embassysuitesbyhilton.com



FAIRFIELD INN & SUITES BY MARRIOTT

135 Discovery Dr
Brookfield, WI 53045
(262) 205-4450
www.marriott.com/mkefb



HILTON GARDEN INN

Milwaukee Brookfield
Conference Center Hotel
265 S Moorland Road
Brookfield, WI 53005
(262) 330-0800
www.hilton.com/en/hotels/mkebcgi



SCAN HERE TO FIND A PLACE TO STAY →



HOLIDAY INN EXPRESS & SUITES

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(262) 784-8450 • (800) 257-3000
www.marriott.com/mkets



WHERE BROOKFIELD ROAD MEETS THE TRACKS.

The Village area of Brookfield is located on Brookfield Road near the railroad tracks. Once a busy depot and junction area, the Village now serves as a retail, dining and community gathering space with historic buildings and quaint businesses. We encourage you to visit the Village and experience all it has to offer.



Coffeeville

They say it takes a village to raise a child. But now we also know it takes a Village to open a coffee-house! After years of planning and coordination on the part of the City of Brookfield, Waukesha County and the state of Wisconsin, not to mention the physical and financial investment of owner Jack Kulwikowski, Coffeeville opened on July 24th in the renovated train depot. One of the oldest buildings in Brookfield, the depot dates back to 1867. Many historic touches remain as part of the innovative interior design- from the ticket window to the train car/depot theme of the booths and tables- complete with suitcases! Our team was fortunate to attend opening day and we did a little sampling... ok, a lot of sampling. Frozen drinks, iced drinks, hot drinks, smoothies, you name it, we tried it. We love the breakfast all day concept as well as the wraps sammies and salads. Ooh, and those breakfast breads and pastries...yum. Like what was in your cup? Coffeeville coffee is available for purchase too. Pair that with some of their cute merch or a gift card, and voila- you can cross a few coffee lovers off your gift list! This is the second location for Coffeeville- the first one is in a renovated log home in Jackson, WI.





SCAN HERE FOR THE VILLAGE OF BROOKFIELD →



ART-N-SOUL DESIGN STUDIO



A unique shopping and creative experience in the heart of the Village of Brookfield. Every item sold has a history of perseverance and inspiration, and many pieces are created by local artists. Art-N-Soul also offers classes and workshops that are fun, interactive, educational, and encouraging. We take this to mean even non-crafty people are welcome.



Treat yourself to some creative time and choose from a variety of workshops that will ignite your creative spark. You'll be amazed at what you can do! Fall and winter workshops include a chunky blanket class, fused glass, beginner mandala painting, needle felting, alcohol ink, marbling techniques, cookie decorating, clay work and so much more. This is a great way to try out a new skill. Who knows, you might love it!



Pay attention now because we are about to solve all of your gift giving and team building headaches in one shot.... Plan. Your. Own. Event. Gather up your sisters in law, your book club, co-workers or girlfriends, pick a project and let the creativity flow. For groups of 4 or more, Art-N-Soul lets you choose your own project like cookie decorating, needle felting, dotting, yard art, paper marbling or a vision board workshop. All supplies and instructions are included. All you have to do is show up and have fun.



ME TIME



Call it me time, self-care, or I need a break because my spouse/kids/dog/boss are driving me nuts time. Fall is busy, the holidays are busier, and that house isn't going to clean itself. We get it. In fact, we're right there with you, and we've come prepared with options.



Did you know there was a meditation center in Brookfield? **Rooted In Mindfulness** located at 4040 N. Calhoun Rd. offers in person and online meditation options. It is a safe community space for all who wish to practice meditation and mindful living. Meditations, classes and other programs are available online and in person. So, take a moment, take a breath and take care of yourself. Visit them online at rootedinmindfulness.org



If you're like me and spend most of your day in front of a computer, a good massage is not a luxury, it's a necessity to straighten out the kinks and crinks in my neck, shoulders and low back. Thank goodness there are good massage therapists in Brookfield. **Massage Envy** on Bluemound Rd. is membership based and offers both massage and facials. And with over 1,000 Massage Envy franchises, you can take your membership on the road. Just in case you have to visit family out of town. The massages at **Lifetime Fitness** are also top notch.



Relaxation Oasis is just that, an oasis. Offering a variety of massage services, body scrubs, float therapy, sauna, cold plunges and my personal favorite add-ons- aromatherapy and hot stones. Located on W. Capitol Dr, on the second floor of the Tri City National Bank Building.

SCAN HERE FOR MORE INFORMATION ON ME TIME →



Mend Studios on Regency Ct. in Brookfield offers 11 different massage techniques, and 7 different providers. But that's not all- Mend is also a yoga studio and holds a variety of classes for beginner, intermediate and advanced yogis. There's also a Corporate Wellness program. Mend will bring yoga classes, chair massages and stress management lectures and meditation classes to your workplace. Find out more at mendstudio.com.



If you weren't always true to your SPF routine this summer, maybe a little TLC for the skin is in order. **Azana Salon & Spa** and **Urszula & Company**, list a variety of scrumptious sounding facials and skin treatments to pamper your face, back and décolleté. In addition to traditional facials, **Neroli Salon & Spa** offers an entire portfolio of Ayurvedic treatments including consultations to determine your body type- Vata, Pitta or Kapha. Just reading about the Shirodhara (warm oil poured over the forehead and scalp) made me want to book an appointment, stat. Search azanaspa.com, urszulaandcompany.com, and nerolisalonspa.com for more information. Gift cards available.



HOST YOUR HOLIDAY PARTY IN BROOKFIELD

Focus on the event and leave the details to us. From 10 guests to 1,000 we have the perfect space for holiday gatherings of all sorts.

Set in a 400-acre park in Brookfield, the Sharon Lynne Wilson Center offers several elegant and sophisticated spaces for larger corporate or private parties. Smaller rooms for more intimate gatherings are also available. Visit wilson-center.com for more information about the venue.

For a unique gathering experience, consider a private dining room at one of our area restaurants. Choose a location from casual to dressy, and pair a menu to suit your guests' taste. No cooking, no cleaning, and NO doing dishes!





If guests are coming from farther away, a location with available sleeping rooms might be a better fit. With 11 hotels in the market, all with a variety of amenities for short- or longer-term stays, some dog-friendly, and all with free parking). No air mattresses or pull-out couches in the den needed.

For the largest of parties and gatherings, the Brookfield Conference Center offers 44,000 total sq. ft. of flexible space. Our Connect and Collaborate ballrooms are beautifully appointed, our on-site food beverage service exceptional, and the attached Hilton Garden Inn convenient for out-of-town visitors.

Visit Brookfield's team of dedicated sales professionals can help you plan the perfect holiday gathering.



Ann Marie Hess, CMP

Director of Sales
(262) 789 0220
annmarie@visitbrookfield.com



Dustin Hicks

Sales Manager
(262) 789 0220
dustin@visitbrookfield.com





STUNNING SPACES. UNLIMITED POSSIBILITIES.

The new Brookfield Conference Center will set the stage for meeting space in Wisconsin. Designed on a 9-acre parcel with flexibility in mind, the space accommodates events of all sizes. Featuring the Connect Ballroom, 18,000 square feet of flexible meeting space, and the Collaborate Ballroom, with 6,000 square feet. Both ballrooms can be split into smaller configurations to serve a variety of layouts. A state of the art boardroom and 9,000 square foot Celebration plaza add to event opportunities. Upon entering the glass-encased Celebration Atrium you will feel inviting warmth of the venue. The Brookfield Conference Center is connected to 168 room Hilton Garden Inn/Brookfield Milwaukee by a glass walkway, allowing seamless access to and from the two spaces and adjacent to the Sheraton hotel, featuring 386 rooms. Within 1 mile of the Brookfield Conference Center, you will find 1116 hotel rooms and within 3 miles 2512 hotel rooms, each offering incredible amenities and service for guests.

Located just off I-94 and situated within the Brookfield Square Mall Entertainment District, guests will enjoy world-class shopping, dining, spas, and entertainment. Contact us today for a tour of the Brookfield Conference Center! Email Director of Sales Ann Marie Hess - annmarie@visitbrookfield.com or Sales Manager Dustin Hicks - dustin@visitbrookfield.com. Call 262-789-0220 for more information.





VISIT
Brookfield
WISCONSIN

Our offices are located inside of
the Brookfield Conference Center
325 South Moorland Road
Brookfield, WI 53005
262-789-0220

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