



SHOP. PLAY. DINE. STAY.

THE INSIDER'S GUIDE TO BROOKFIELD, WISCONSIN

WINTER / SPRING

WELCOME



High-five, everybody- we made it through the holidays! Family, kids, in-laws, friends, extra critters, more kids, more family, wine, cheese, desserts, more desserts, and maybe a little champagne thrown in for good measure. It was a lot, wasn't it? But ready or not, here we are in 2024. So let's back away from the cookies (all the good ones are gone anyway), eat a vegetable or two, and make it a great year.

No matter the season, there's always so much to do in the Brookfield area. From cross country skiing and ice skating, the Waukesha Janboree

and wintery visits to the zoo, we've tracked down lots of fun things to do for everyone in the family- even the dog! (Check out Skijoring on page 14.)

But maybe you're thinking, "Nope- I am not leaving the house til Punxsutawney Phil says it's OK." The days aren't getting that much longer, there's still frost on my nose hairs, and no matter how much Bing Crosby and Rosemary Clooney tried to convince me, I definitely do not want to wash my hands, my face and hair with snow.

We get it. How about a compromise?

Remote start your car, bundle up with your hat, scarf and mittens (bonus points if they're hand knit), find the Starbucks card Santa left in your stocking and make a mad dash for the driveway. See, that wasn't so bad. No snow facial. Now explore the options. Maybe start with some shopping. Spruce up that late winter/early spring wardrobe with some bargains from Clothes Mentor or Elite Repeat. Now that you have a spiffy new-to-you outfit, how about something to eat? We have a whole feature about fish fries and happy hours in the pages that follow. And since you're out, go ahead and catch a performance at the Sharon Lynn Wilson Center, or the Sunset Playhouse. At this rate it will be spring before we know it.

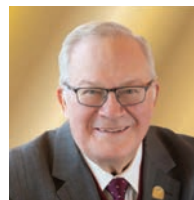
If a total winter intervention is in order, how about inviting some girlfriends or sisters, moms, and daughters, (regular and in-law) for a Brookfield getaway? Pick one of our 11 great hotels, enjoy tasty treats at one of more than 150 restaurants, and of course, indulge in some retail therapy. We really do have some of the best shopping, dining, and unwinding in SE Wisconsin, even if the air hurts our face. And we love showing off all the great things our city has to offer.

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COMMUNITY INFORMATION



MAYOR STEVEN V. PONTO

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2000 North Calhoun Road
Brookfield, WI 53005-5095
Phone: (262) 787-3525

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.

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

SCAN HERE FOR THE LATEST LOCAL EVENTS →



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. For more information, visit them online at <https://www.wilson-center.com>

FEBRUARY

February 9

Genevieve Heyward

February 10

Milwaukee Classical Guitar Society Presents: Xuefei Yang

February 14

Steve March-Torme The Glory of Love

February 23

Bodytraffic

MARCH

March 8

Milwaukee Jazz Institute Ensemble

March 10

Wisconsin Philharmonic Presents "A Disney Spectacular"

March 14

Danu- A St. Patrick's Day Celebration

March 27

The Musical Romance of Frank Sinatra & Peggy Lee



APRIL

April 5

Myriam Gendron

April 10

Hollywood Revisited

April 19

The Westerlies-Songbook

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 2024 shows and support a great organization. For more information, visit the Sunset Playhouse online at www.sunsetplayhouse.com

JANUARY

January 18 - February 4

A Fox On The Fairway

January 19-21

Other Desert Cities

January 22-23

Soul Sisters: Aretha to Whitney!

MARCH

March 4-5

California Rock: Doors, Doobies, and More!

March 8-10

Music of the Night: A Tribute to Andrew Lloyd Webber

March 21-24

Chick Singers of the '80s

FEBRUARY

February 8-11

Country Crossover

February 21-24

Time To Recharge, Harper

February 29-March 17

The Savannah Sipping Society

APRIL

April 18 - May 5

Jesus Christ Superstar

April 22-23

Love Me Do: Lennon & McCartney

April 24-27

The Little Red Hen Remix



MILWAUKEE COUNTY ZOO

In 1892, a miniature mammal and bird display in Milwaukee's Washington park proved to be a popular attraction. By the turn of the century, it showcased more than 800 animals on 23 acres of land. Today, the Milwaukee County Zoo encompasses 190 acres and is home to 2,100 animals representing 330 species. For hours, ticket prices and more, visit www.milwaukeezoo.org

JANUARY

January 14

Samson Stomp & Romp 2024. Your favorite winter tradition is back! The race honors one of the zoo's most famous and beloved residents, Samson the silverback gorilla (1950-1981). Money raised from this event supports all animals in the Zoo's population. Register online at www.shop.milwaukeezoo.org/#/SamsonStomp

FEBRUARY

February 3

Family Free Day

MARCH

March 2

Family Free Day

March 30

Egg Day 2024

APRIL

April 20

Party for the Planet River Cleanup



STATE FAIR PARK

While best known as the home of the Wisconsin State Fair, State Fair Park bustles with activity all year long. Don't miss these great events. www.wistatefair.com/wsfp/upcoming-events/

JANUARY

January 19-28

Milwaukee Boat Show



FEBRUARY

February 3

Pet Expo

February 10

Milwaukee Comic Con

February 10-11

Brick Fest Live

February 16-18

NARI Milwaukee Spring Home Improvement Show

February 23-25

O'Reilly Auto Parts World of Wheels

February 29-March 3

Milwaukee RV Show



MARCH

March 7-10

Milwaukee Journal Sentinel Sports Show

March 22-30

2024 Realtors Home & Garden Show

APRIL

April 13-14

Brickworld Milwaukee

Check out Milwaukee 365 and Key Mke for other events.

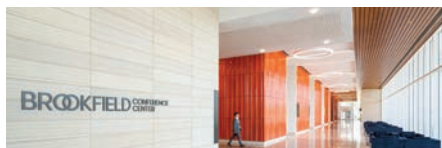
LOCAL EVENTS

SCAN HERE FOR THE LATEST LOCAL EVENTS →



BROOKFIELD CONFERENCE CENTER

www.brookfieldconferencecenter.com/public-events/



JANUARY

January 18-21

All Canada Show. The All Canada Show has a 38 year tradition as the best place for Canadian Lodges to promote their hunting and fishing destinations.

FEBRUARY

February 8-11

Safari Club International- Wisconsin Chapter Big Game Grand Banquet. The Wisconsin Chapter of Safari Club International promotes good fellowship among all who love hunting and the outdoors while conserving the world's renewable wildlife resources.

MARCH

March 12-16

Divine Consign Celebrating 15 years as Wisconsin's largest shopping event for women and children. Over 40,000 tempting and affordable pre-loved, high-end seasonal fashion choices for women of all ages, styles and sizes.

March 11

Holistic Healing & Wellness Fair Bringing local practitioners together in one place to showcase their modalities, making it easier for clients to find the help they need.



SHERATON-BROOKFIELD

JANUARY

January 17-20

Fishing Lure Show The National Fishing Lure Collectors Club is a non-profit, educational, international organization founded in 1976. The primary objective is to foster an awareness of fishing tackle collecting as a hobby and to assist members in the location, identification, and trading of vintage fishing-related equipment.



MILWAUKEE PUBLIC MUSEUM

JANUARY

January 25

Trivia Night.

FEBRUARY

February 10 & 14

Romancing the Stars+ Love & Heartbreak Tour

MARCH

March 9

Food and Froth.



ONGOING PROGRAMS:

Kohl's Thank You Thursday- First Thursday of every month- Free Admission. Docent Tours- Free 30 minute docent tours every Saturday at 11am. PARK!- Designed for people in the early-to-mid stages of memory loss and their family and care partners- Third Sunday of every month at 1pm

WAUKESHA JANBOREE

JANUARY

January 27-28

This family fun event kicks off Saturday, January 27th with a Frosty 5K run/walk in Frame Park. Canine family members can participate in the Lure Course, families can create a snowman from recycled materials, go on a scavenger hunt, participate in a 1980's style game show, go on a penguin egg hunt, and take a Candlelight Hike through Minooka Park. That's just the first day! On January 28th JanBoree continues with an extreme snow slide, and a mocktail class. Other activities continue throughout the week. Check out <https://www.janboree.org> for all the details.



BROOKFIELD PUBLIC LIBRARY

Brookfield residents need look no further than the Brookfield Public Library for a variety of materials, services and programs for people of all ages. A monthly e-newsletter will keep you informed about new books and other library happenings. The website allows residents to access databases that they would otherwise have to pay for like Consumer Reports, HeritageHub, Hoopla and more. This only scratches the surface of what the library offers like book discussions, story time, reference materials, and really nice library people! Make sure to check out their calendar for even more events for adults and kids. www.ci.brookfield.wi.us

JANUARY

January 16

Armchair Travel Book Club

January 22

"Great Lives" Biography Book Group

FEBRUARY

February 13

Talking about Books

February 20

Armchair Travel Book Club

February 26

"Great Lives" Biography Book Group

MARCH

March 16

Talking about Books

March 16

Armchair Travel Book Club

March 22

"Great Lives" Biography Book Group

APRIL

February 16

Talking about Books

February 16

Armchair Travel Book Club

February 22

"Great Lives" Biography Book Group



UNIQUE SHOPPING

SCAN HERE TO DISCOVER BROOKFIELD SHOPPING →



If we whet your appetite with all our talk of skiing, snowshoeing and tubing, we'd better get you properly outfitted. Good thing we have some retailers in Brookfield to help out!

REI

There are only 3 REI stores in Wisconsin, and we've got one of 'em. Short for Recreational Equipment, Inc., REI opened its doors in 1938. With the purpose to "awaken a lifelong love of the outdoors, for all", REI sells only top-quality gear and apparel, expert advice and rental equipment. There are no shareholders at REI, so with each purchase made, you are helping to steward the outdoors, support sustainable business and help the fight for life outside. In addition to snugly warm gear, REI is also a full-service ski and snowboard shop offering professional tuning, waxing and repair to keep your gear in perfect shape all season long.

Find them online at www.rei.com or visit them at 13100 W Capitol Dr.



For a warmer and more leisurely pursuit, how about curling up with a good book? I love to read, so it goes without saying that I love book stores and libraries. For those times when a Kindle just won't cut it, here are a few places to linger with an actual book. Happy reading!

HALF PRICE BOOKS

Half Price Books was founded in 1972 in an old laundromat in Dallas, Texas. Founders Ken Gjmere and Pat Anderson coined the phrase, "We buy and sell everything ever printed or recorded (except yesterday's newspaper). They are now America's largest family-owned retailer for new and used books. Clicking around on their website I found a whole page of Wisconsin authors as well as HPB staff pics to add to my reading list. Buy online at www.hpb.com, or visit the Brookfield location at 17145 W Bluemound.



DICK'S

Dick's Sporting Goods was founded in 1948 by Dick Stack who, at age 18, with \$300 from his grandma's cookie jar opened a bait and tackle shop in Binghamton, NY. No pressure there! He expanded the product line in the late 70's to the Dick's we know today. An industry leader in sporting goods of all sorts, Dick's has all the winter snow gear you need to stay safe and warm while you have fun outside. See them for helmets, goggles, sleds, snowboards, tubes, and snowshoes. Slay the neighborhood snowball fight this year with snowball makers, launchers and something called a Mega Snow Bow that promises to "launch snowballs like none other". I'm intrigued...

Shop at 345 Discovery Dr. or online at www.dicksportinggoods.com.



BARNES & NOBLE

Barnes & Noble at Brookfield Square Mall is another great "booky" place to while away a chilly afternoon. In addition to thousands of great books, Barnes & Noble also hosts in-person and virtual events. The kids will love Storytime for stories, songs and fun. Adults will enjoy virtual author events, book discussions and more. Visit them at the mall, or online at www.barnesandnoble.com

MORE UNIQUE SHOPPING

If I had to guess, I'd say declutter the closet, and save more money made the list of 2024 resolutions right along with exercise more, eat healthy and get organized. It did mine! We'll get to the others, but what if I told you I could help with the first two? Brookfield fashionistas, listen while I tell you about my favorite way to look like a million bucks and stay way under budget doing it. It's one word...consignment. Here are some of my favorites.



CLOTHES MENTOR

Clothes Mentor sells gently used name-brand and designer clothing, shoes, and accessories for up to 70% off regular retail prices. They also pay cash on the spot (or store credit if you prefer) for clothing, shoes, bags and other accessories. From high end designers like Kate Spade and Louis Vuitton to familiar brands like Torrid, Free People and Patagonia you'll find it all in a wide range of sizes. Shop online at www.brookfieldwi.clothesmentor.com or shop in store at 16900 W Bluemound Rd.

DIVINE CONSIGN

Divine Consign began in 2009 when 2 professional event planners, Jessica Purtell and Jessi Wrench created an event where women could sell unused wardrobe items at greatly reduced prices while simultaneously filling up their closets with amazing new pieces. It has become Wisconsin's largest shopping event for women. Offered 4 times a year at a pop-up location, Divine Consign is a community-based, one-of-a-kind shopping event that allows women to buy fashion at great bargains and also earn a little money. (Your girl may have shopped the sale a time or two... and it's pretty cool.) They'll be at the Brookfield Conference Center March 12-16, and in Waukesha April 17-21. Visit their website at www.divineconsignsale.com for all the details



ELITE REPEAT

Located in the Ruby Isle shopping plaza, Elite Repeat has been around since 1989. They are an upscale consignment boutique offering "some of the most beautiful and obscure pieces this city has yet to see". You'll find designer brands like Dooney & Bourke, Eileen Fischer, and Michael Kors, and outfits for special occasions or everyday wear. Elite Repeat also has a men's department. Shop online at www.eliterepeatclothing.com, or shop in store at 2205 N Calhoun Rd.



PLATO'S CLOSET

Another good shop is Plato's Closet. They also sell gently used clothes, shoes, handbags and accessories for up to 70% off regular retail, with a focus on "guys and girls in their teens and twenties" it's a great option if you have young adults in your house who like to change their look about as often as they change their minds. Visit them in the Brookfield Fashion Center at 16750 W Bluemound Rd.



SCAN HERE TO DISCOVER BROOKFIELD SHOPPING →



WINTER ACTIVITIES



Photo: Kimberly Mackowski/theparknextdoor.com

I'll admit it- I am not an outdoorsy gal. You know those cute signs that say "My idea of camping is cocktails on the patio"? That's me. No shade though, to those of you who love being outside in all seasons! Hiking, skiing, running, tubing- name it and you'll find it here. Zip up your parkas, lace up your boots (bread bags optional...!YKYK), grab those hats and mittens (remember, we're partial to hand knit!) and get after it! I'll meet you inside later for a warm beverage.

WINTER HIKING

In the mood for quiet walk through a snow-covered landscape? There's lots of opportunities for hiking and snowshoeing in SE Wisconsin. If you don't mind a little drive, here are some spots to check out.

The Kohler-Andrae State Park just south of Sheboygan is known for its lakeside landscapes. Take a walk on a winter beach, or snowshoe on one of several trails.

At **Harrington Beach State Park** in Ozaukee County, a mile of Lake Michigan shore turns into a wintry world of ice and snow scapes. But remember, cooler by the lake still applies, so bundle up! You can find out more about our state parks here <https://dnr.wisconsin.gov/wmrnag/2020/Winter/hiking>



WINTER SKIING & SNOWBOARDING

Did you know that Wisconsin has more than 2 dozen ski and snowboard resorts? And you don't have to head very far from home to find them.

Wilmot Mountain in Kenosha County first opened in 1938 and has remained a beloved spot for snow sports. For family fun with no learning curve, there are tubing lanes with conveyor lifts. There's hot chocolate at the base of the hill to keep you warm and toasty.

TRAVEL A SMIDGE TO THE NORTH, AND YOU'LL FIND 2 MORE HIDDEN GEM SKI AND SNOWBOARD HILLS.

Little Switzerland in Slinger has 18 runs, 3 terrain parks and a large beginner area for lessons. (I'm guessing that's a nice way of saying "bunny hill".) Extensive renovations and state of the art snowmaking make it more than worth the short drive north. Visit their website www.littleswitz.com/ for more information.

Sunburst Ski Hill in Kewaskum has been in the snow business since 1961. With 11 groomed runs, 2 terrain parks and more than 45 chutes there's plenty of fun for skiing, snowboarding, and tubing. It's also the world's largest tubing hill! Check them out online at <https://skisunburst.com/>



WINTER ACTIVITIES

FOR MORE WINTER FUN, HERE ARE SOME OTHER PARKS YOU MIGHT WANT TO CHECK OUT



Kettle Moraine State Forest- Lapham Peak in Delafield. The glaciated topography (I copied that from Travel Wisconsin) provides excellent hiking and cross-country skiing.

Minooka Park in Waukesha- Offering ski trails, sledding hills, winter hiking and snow shoeing.

Scout Lake Park in Greendale- The place to be for challenging ice fishing opportunities.

SKIJORING

I always learn something new when I create these insider guides and while researching winter activities in Wisconsin, I found a good one. Derived from the Norwegian word for "ski driving", Skijoring combines a cross-country skier with a dog on a harness. The person provides power with their skis and poles, while the dog adds more power by running and pulling. For lessons, races and places to go Skijoring, visit Travel Wisconsin www.travelwisconsin.com/article/skijoring/skijoring-in-wisconsin

If you want to stay local, Brookfield's city parks are beautiful for wintertime activities, too. With over 1,800 acres of land and 25 park areas, you'll find plenty to do outside.



SLEDDING

Wirth Park South and Mitchell Park offer great sledding facilities for the public. Parents are encouraged to keep an eye on the littles though, please.



OPEN ICE SKATING

Wirth Park, Beverly Hills, Endicott, Lamplighter, Lilly Heights, Rolling Meadows, Camelot, Fairview North and Three Meadows. The Wirth Park Warming House will be open when the ice rink is supervised. You'll find a skating rink condition report on the city's website. www.ci.brookfield.wi.us/893/Outdoor-Recreation



CROSS COUNTRY SKI TRAILS

Cross country skiing is permitted in all public park areas. The double tracked ski trails at Wirth Park and Mitchell Park are great for novice and intermediate skiers and are regularly groomed as weather permits. Find trail maps at the Park and Rec office at City Hall, or at the Wirth Park warming house.

WINTER RUNNING

The only running I like to do is from my car into a warm house! But if you are a hardy soul who enjoys a winter/cool weather run, here are a few coming up.

Visit www.racemob.com/running_events/Milwaukee,%20Wisconsin/best/5K for more details

JANUARY

January 21

Big Chill, Grant Park- South Milwaukee

January 27

Frosty 5K, Waukesha

FEBRUARY

February 11

Cupid Shuffle, Hart Park Wauwatosa

February 17

Flannel 5K/10K, Menomonee Falls

MARCH

March 9

Lucky Leprechaun 7K, Wauwatosa

March 16

Shake Your Shamrocks, Oconomowoc

March 17

Luck of the Irish, Veteran's Park- Milwaukee

March 23

Lucky Dog 5K, Milwaukee

March 24

First Call 5K, 10K, & Half Marathon, Waukesha

March 30

DockHounds Dash, Oconomowoc

APRIL

April 7

Trailbreaker, Waukesha

April 14

Sweet Home Milwaukee 5K, Veterans Park Milwaukee

April 20

Moonlight Meltdown 5K & Sunset Safari 10K Hybrid/ Crossover Trail Run, Belgium, WI

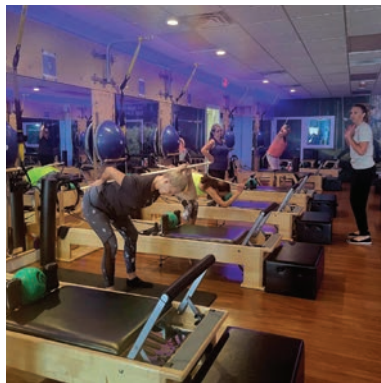
April 27

The Non Cancelled Marathon, Oconomowoc



NEW YEAR, NEW YOU

If "Get Fit" is placed anywhere on your New Year's resolution list, we have some ideas for you



CLUB PILATES

Pilates takes its name from Joseph Pilates who devised the method as a new approach to exercise and body-conditioning in the early 1900's. Joseph and his wife Clara opened the first studio in New York in 1923. The popularity of Pilates has grown over the last 100 years, but the core method remains along with an evolved form that integrates modern ideas of anatomy. Staying true to the original Reformer-based method, with a modern group atmosphere and state-of-the-art equipment, Brookfield is fortunate to have a Club Pilates facility close by at 17301 W Capitol Drive.

A variety of classes are available for students at every ability level. Foundation is ideal for beginners. Progression builds with more complex movements and introduces the use of equipment. Evolution challenges the body and mind with a quicker pace and more advanced exercises. Mastery is the most advanced class level designed for those who have mastered form and alignment and are looking to achieve a deep mind-body connection.

Other classes such as Reformer Flow, Cardio Sculpt, Restore and F.I.T. are also taught. Owner/Instructor Jenn and her fellow instructors Brenna, Stefanie, Brooke and Holly bring a passion for fitness to each student at each session, regardless of ability level. Club Pilates is so sure you'll love your practice, they offer your first class free! Check them out online at www.clubpilates.com/location/brookfield.



COUCH TO 5K

If you're looking for something with a little more action, how about the Couch to 5K program? It's exactly what it sounds like- a training program that takes you from couch potato to 5K. This is a popular program for people that want to get back into running or want to try it out for the first time.

Simple- the beginner friendly program gradually increases the amount of running you do each week while incorporating walking breaks.

Flexible- you can adjust the days and times you run as well as the intensity.

Doable- it starts slow and increases the amount of running you do each week so you don't get overwhelmed or hurt.

Goal Oriented- you're working toward a tangible goal- a 5K run!

The plan is based on interval training, meaning that you alternate between periods of walking and running. As you build endurance, you will spend more time running and less time walking.

Week	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
1	Rest	Run 1 min Walk 1 min Repeat x 10	Rest	Run 2 mins Walk 4 mins Repeat x 5	Rest	Rest	Run 2 mins Walk 4 mins Repeat x 5
2	Rest	Run 3 mins Walk 3 mins Repeat x 4	Rest	Run 3 mins Walk 3 mins Repeat x 4	Rest	Rest	Run 5 mins Walk 3 mins Repeat x 3
3	Rest	Run 7 mins Walk 2 mins Repeat x 3	Rest	Run 8 mins Walk 2 mins Repeat x 3	Rest	Rest	Run 8 mins Walk 2 mins Repeat x 3
4	Rest	Run 8 mins Walk 2 mins Repeat x 3	Rest	Run 10 mins Walk 2 mins Repeat x 2 Run 5 mins	Rest	Rest	Run 8 mins, Walk 2 mins Repeat x 3
5	Rest	Run 9 mins Walk 1 min Repeat x 3	Rest	Run 12 mins Walk 2 mins Repeat x 2 Run 5 mins	Rest	Rest	Run 8 mins Walk 2 mins Repeat x 3
6	Rest	Run 15 mins Walk 1 min Repeat x 2	Rest	Run 8 mins Walk 2 mins Repeat x 3	Rest	Rest	5K Race!

RUNNER'S WORLD™

RESTAURANT FEATURE



When it's too cold to grill, tail gate season is over, and the parking lot's full on a Friday, it can only mean one thing...fish fry season. 3 people in our office are Wisconsin born and bred, so we know ourselves a good fish fry. The other one is a Cubs fan- (need we say more?) But she indulges us when we wax poetic about "up north" and joins right in when we debate perch vs cod vs haddock. Read on as the fish fry connoisseurs at Visit Brookfield list our favorite fish fry hot spots. Some are casual elbows-on-the-bar kinds of places, others a little swankier. All are delicious.

While almost all of the restaurants listed have fish dishes on the menu daily, these restaurants have traditional fish fry specials on Friday's only.

BADGER BURGER COMPANY 12455 W Capitol Drive
Head on over to The Badger Burger Company order up a beverage and settle in for a good ole' traditional fish fry. Served Friday's only, all fish fry selections include coleslaw, marbled rye, and your choice of potato pancakes, steak fries, chive fries or a baked potato. Onion rings, sweet potato waffle fries, tater tots, cup of soup or salad are available for an up charge. Now that you've got the sides out of the way, its decision time- will it be deep fried Icelandic cod, baked cod, lake perch, walleye, or the Deep Dive Combo? Don't forget about the breaded butterfly shrimp.



THE RED MILL INN 1005 S Elm Grove Rd.
The Red Mill Inn has been around longer than Wisconsin has been a state. The first recorded purchase of the land occurred in 1839. Under new ownership in 2019, the restaurant concept is decidedly Italian, but the Friday fish fry is Wisconsin through and through. Choose from baked or beer battered cod, lake perch or a fried fish sandwich. Sides include coleslaw and rye bread, with a choice of fries or kettle chips. Potato pancakes, clam chowder and side salads are available for an upcharge. (If you want to know more about the history of the property, check out their website www.theredmillpizza.com/history-of-the-red-mill it's really interesting!)



RESTAURANT FEATURE

SLUGGO'S 12760 W Burleigh Rd.
Calling itself "the Cheers of the Milwaukee/Brookfield area" Sluggo's on Burleigh Rd has been a tradition for 40 years. Their Friday fish fry is just as traditional, and we are here for it. Baked or beer battered cod, grilled salmon, deep fried perch or shrimp and a seafood platter, all served with fries or potato pancakes, coleslaw and rye bread. Sunday is Broaster chicken day, (IYKYK) but we'll talk about that later.



MAXIM'S RESTAURANT 18025 W. Capitol Dr.
It was hard to look beyond the Nutella crepes and the build your own omelets but for the sake of market research, we soldiered on. Maxim's Restaurant has it all breakfast, lunch, dinner, AND a Friday fish fry special. Served with a cup of soup or tossed salad, choose from beer battered or breaded cod, and breaded or pan-fried perch. Cedar planked salmon and cod baked in lemon butter are available daily. This is a restaurant you'll want to put on your rotation no matter the mealtime.

PISTOL PETE'S 16755 W Lisbon Rd.
Pistol Pete's keeps their Friday fish fry specials simple, and we like simple. Perch or cod, beer battered, Italian breaded or broiled. Served with French fries or potato pancakes and coleslaw. Fried shrimp, shrimp scampi, broiled salmon, and orange roughy are available daily.



NORTH STAR AMERICAN BISTRO 19155 W. Capitol Dr.
Who says a fish fry can't be fancy? Friday's only, North Star Bistro offers hand breaded perch, beer battered or pan-seared cod, and a macadamia and coconut breaded shrimp with tarragon aioli. See? Fancy. And delicious. Shrimp fettuccine with sweet peas and pancetta, bourbon salmon with sautéed spinach, almond crusted whitefish, and sesame tuna with grilled baby bok choy (I love that stuff...) are available daily.



RESTAURANT FEATURE



JAKE'S RESTAURANT 21445 Gumina Rd.
Jake's- a Brookfield icon since 1960. Seafood items include an almond crusted fish of the day with pesto sauce, panko and hazelnut crusted walleye, and on Friday's only, beer battered cod with house made potato pancakes and coleslaw. While you're waiting for your entrees, why not try one of Jake's hand-crafted cocktails? Some of the recipes have been around longer than I have, and that's saying something.

BULLWINKLE'S BROOKFIELD

18900 W Bluemound Rd.
We generally focus on the City of Brookfield, but for Bullwinkle's at the Galleria we'll make an exception. (Oh, the things we'll do for Greek wings...) The menu is extensive, each dish yummiier than the last. Oven roasted salmon is available daily, but baked or fried cod is a Friday only thing. Both are served with homemade coleslaw, rye bread and a choice of sides. My advice? Scroll right past the fruit and veggie of the day and head right for the tater tots, house made chips or garlic parmesan fries. It's Friday after all!



PARKSIDE 23 2300 Pilgrim Square Dr.
We love Parkside 23. Well, it's really the fried arancini balls with smoked Gouda and truffle oil we love- let's not make it weird. Their innovative menu includes lots of fish dishes like crab cakes, shrimp and grits, seared scallops, woodstone roasted shrimp and an ahi tuna bowl. But on Friday, they pull out all the stops with their Friday Family Fish Dinner. You'll get 14-3oz pieces of beer battered cod, with coleslaw, tartar sauce and lemon wedges. Choose the PS23Salad or beet salad as a starter, and then 3 of the following sides- fries, mashed potatoes, veggie of the day, mac & cheese, or woodstone roasted veggie all for \$120. No family of 4? That's OK, choose from beer battered cod or a woodstone roasted cod loin with coleslaw, and your choice of fries, mashed potatoes or veggie of the day. Huh, who knew cod had loins....?



RESTAURANT FEATURE

BOULDER JUNCTION 12550 W. Burleigh Rd.
If every day is fish fry day in your world, check out Boulder Junction. Now managed by our friends at Vino Cappuccino, expect a new menu expansive wine selection and great carry-out specials. Enjoy baked, fried or creole style cod, fried perch, grilled or stuffed salmon and walleye. Entrees come with bread, and soup or salad. Fried fish dishes come with fries and coleslaw. All other fish dishes are served on a bed of rice pilaf and vegetables. Our suggestion? Splurge on the French onion soup for a small up charge.



Love fish and seafood but a fish fry not so much? Don't fret. These restaurants are known for their seafood and are perfect for the not-so-traditional fish fry appetite.



MITCHELL'S FISH MARKET 275 N Moorland Rd.
What's on the menu at Mitchell's Fish Market? Yikes, what's not on the menu? Half shell oysters, jumbo shrimp cocktail, bacon wrapped shrimp, crispy calamari, Maryland style crab cakes, ahi tuna poke and spicy, crispy shrimp. And that's just for starters- no really- those are just the starters! As an entrée choose from Atlantic salmon, Chilean sea bass, Atlantic cod, tilapia, sea scallops, ruby trout, mahi mahi, swordfish, and ora king salmon. Then pick the preparation- grilled, seared, broiled, blackened served with smashed redskins and fresh veggies, or Shanghai style- steamed with ponzu, ginger, sticky rice, and spinach. For a true splurge, treat yourself (or someone you love...a LOT) to twin cold water lobster tails or Alaskan king crab legs.



BONEFISH GRILL 18355 W. Bluemound Rd.
When we've been extra good at the office, or it's time to pick a spot for birthday lunch, we head on over to Bonefish Grill. We might swap our wine for sparkling water during work hours, but Bang Bang shrimp is non-negotiable. Grilled items include a fresh catch of the day, salmon, mahi-mahi, Chilean sea bass, scallop + shrimp skewers and rainbow trout. Signature pasta with choice of protein, tuna poke bowl, cod imperial, parmesan crusted rainbow trout, and twin lobster tails round out the "from the sea" portion of the menu. One more thing...when you go, order up some Mussels Josephine and think of me.

Let us know if you try any of our favorite fish places! Snap some foodie pics and tag us on Facebook. #visitbrookfield

HAPPY HOURS



We're pretty lucky here in the Visit Brookfield office- we get to spend our days telling people how awesome Brookfield is, and we get to do it with some pretty awesome people. Every once in a while, we close up a smidge early and head out to happy hour for a little team building. Dustin rounded up some of his favorites, and in the spirit of market research, we hope you try a few!



BAR LOUIE

95 N Moorland Rd. Happy Hour (Mon-Fri) (4PM-7PM)

We love Bar Louie! Located at Brookfield Square Mall, it's close to our office and has all sorts of yummy items on the menu for lunch, dinner and after work snacks like cheese curds, chicken nachos, and truffle fries. If you're up for heartier fare, move right into the New Orleans chicken & shrimp pasta or the parmesan crusted chicken. Enjoy \$8 burgers on Tuesdays and half price signature martinis on Mondays. Another cool thing about Bar Louie is "Cocktails for a Cause". In 2023, as part of the Martini of the Month program Bar Louie donated \$1 from each featured martini sold to No Kid Hungry for a grand total of nearly \$500,000 in the last decade. No Kid Hungry provides school meals, grants to food banks and more. To learn more, visit www.nokidhungry.org. If you're keeping score, in the Cocktails for a Cause competition, the iconic Diva martini, holds the "most sold at Bar Louie" title of all time. We like to think we helped out.



HAPPY HOURS

Here are some other Happy Hours that made the list-

BADGER BURGER COMPANY

12455 W Capitol Drive Happy Hour (Mon-Fri) (2PM-5PM)

As much as we love nachos, we're suckers for loaded tots, and Badger Burger Company does not disappoint! Piled high with grilled chicken, Wisconsin cheese, bacon, jalapeños and a sour cream drizzle to make it fancy. We also love their salads, burgers (of course!) and stone fired pizza. The Maker's Mark BBQ chicken pizza?? Mwah-chef's kiss. Gluten free and veggie options available.

Since this is a happy hour feature, make sure you check out Badger Burger's drink menu for 4 different mules, 7 martinis, and a variety of specialty cocktails and a menu of bloodies that are a meal in themselves.



MITCHELL'S FISH MARKET

Located at Brookfield Square Mall- 275 N Moorland Rd. Happy Hour (Sun-Thu) (3:30PM-6:30PM) (Fri) (3:30PM-5:30PM)

Holy Mackerel (see what I did there?) This is a Happy Hour you'll want to put on your calendar! Start with yummys like Crispy Crab Rangoons, Korean BBQ Wings, Blackened Fish Street Tacos or a Double Cheeseburger. Move on to \$5 cocktails, \$6 martinis and a variety of wines, beers and spirits from their special Happy Hour Menu starting at just \$4.

For dinner, try starters like Half Shell Oysters, or Jumbo Shrimp Cocktail. Soups like Maine Lobster Bisque, New England Clam Chowder and salads like the Titanic Wedge of Iceberg are a great way to begin the meal. Beef, chicken and pasta entrees are available, but if you're going to head to Mitchell's, better plan on some of the best fish and seafood in Brookfield. Trout, Chilean Sea Bass, Grilled Shrimp are excellent choices, but if you're in the mood for a true indulgence- look no further than twin lobster tails or Alaskan king crab legs. If you can fit in one more mouthful, there's an impressive after dinner drink menu, try their signature Sharkfin Pie. Open for lunch as well.



HAPPY HOURS

For the Beer Crowd -

CHAMPP'S AMERICANA

1240 S Moorland Rd. (Mon-Fri) (3PM-6PM)

With over 50+ rotating tap beers, it's no wonder Champp's calls themselves "The Area's Craft Beer Mecca". But get this, there's a button on their website called Explore Our Beer. Click it and a website called Beer Menu comes up where you can read about the beers, log the ones you've tried, and be notified when new beers arrive at Champp's. I am not a beer drinker, but with names like Arctic Panzer Wolf, Zombie Dust and Permanent Funeral, I just might have to start! Pair your choice with any of the featured apps and the end of your day just got a whole lot better. Download their free app for "insider access" to some great offers and specials!



THE PIVOT ROOM

(Tue-Fri) (2PM-6PM)

Located inside Whirly Ball, we think The Pivot Room is a hidden gem in Brookfield. Known for laser tag, hyperbowling (and of course WhirlyBall), beer lovers will find 24 rotating tap beers from Wisconsin favorites, Midwest stand outs and new releases at The Pivot Room. Craft pizzas, salads, sandwiches and an app called Gutter Balls (fried cheese curds) make this a must stop. An extensive wine list and signature cocktails are also available. But here's my favorite part- they have Champagne- I'm talking real, honest to goodness Veuve Clivquot. To quote a line from a famous movie- "...I believe I can hang out with you fellas for a while."



For the Wine Crowd -

COOPER'S HAWK

(Mon-Fri) (2PM-5PM)

What do we want? A happy hour! When do we want it? Every day at 2pm. Now don't get all excited and start calling our boss, the Visit Brookfield office isn't that relaxed. In addition to wine specials, Cooper's Hawk offers a tasty little menu with some of our favorites, like drunken shrimp, house made meatballs and Caprese flatbread. If you're not feeling the wine vibe, select cocktails are available too. (Pro tip: try the Bin 61 sour.)

MR. B'S

(Mon-Fri) (4PM-6PM)

All I should really have to say is, "It's Mr. B's" and wait for the collective "ahhh". But never at a loss for words, you just know I have to mention Waygu meatballs, shrimp cocktail and maple glazed wood oven-roasted bacon. The beverage list is short and sweet and to the point. Red, white and rose, beer and cocktails. Why mess around- let's get this happy hour started.



HAPPY HOURS



Go for Happy Hour, Stay for Dinner

Sometimes it happens- Happy Hour stretches into the dinner hour. No judgment from this gal. Grab your calendar and start penciling in. At this rate, we won't have to cook til Easter.

Sunday: FLEMING'S

15665 W. BLUEMOUND RD.

Surf & Turf Sunday 3-course menu,
\$75 per person

Monday: JAKE'S

21445 GUMINA RD.

Steak and your choice of side,
\$19.95 per person

Tuesday: BUFFALO WILD WINGS

16750 W BLUEMOUND RD.

BOGO traditional wings

Wednesday: LOU MALNATI'S

15795 W BLUEMOUND RD.

1/2 price wine bottles

Thursday: PARKSIDE 23

2300 PILGRIM SQUARE DR.

Thursday's only, "progressive happy hour" - half price appetizers

Friday: NORTH STAR BISTRO

19115 W. CAPITOL DR.

Traditional Fish Fry

Saturday: BONEFISH GRILL

18355 W BLUEMOUND RD.

Everyday Social Hour



HOTELS



SCAN HERE TO FIND A PLACE TO STAY →



Valentine's Day is on a Wednesday this year. How romantic is that? (Not.)

Make up for it with a little weekend getaway for 2 in Brookfield! There are 11 hotels to choose from, each with its own set of amenities. All have free parking. You'll be within a few miles of the best shopping, restaurants and spas SE Wisconsin has to offer so you can spend your time relaxing and enjoying, not navigating traffic. One thing, though...we still want flowers at the office on the 14th. #braggingrights.



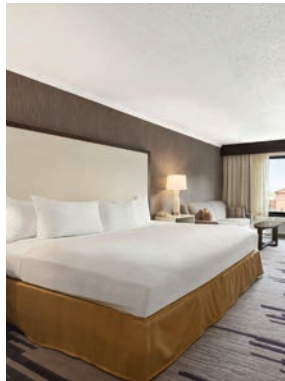
COUNTRY INN AND SUITES

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www.radissonhotelsamericas.com/countryinn



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RESOLUTIONS



Ah yes, new year's resolutions. Each year, with great enthusiasm, I make a list of all the things I'm going to do better in the new year. Sometimes July me wonders what the heck January me was thinking. Clearly, I don't make good decisions when I'm cold and still full of egg nog and holiday cheese, but what are you going to do? Hope springs eternal. This year, let's try a more moderate approach...

GET ORGANIZED-



Did you know that clutter and messy spaces can negatively affect our mood and our mental health? Think about it- how do you feel in a space where everything is put away and tidy vs, a space that's more chaotic. Tempting as it is to run to the Container Store to buy all the things, let's keep it simple.

Micro-Tasks What can you accomplish in the 5-10 minutes it takes you to check Facebook? Sort the mail, unload the dishwasher, do a quick dust in the living room, Swiffer the kitchen floor. Focus on low effort high impact things that will really make a difference. Sorted mail doesn't pile up on the counter, an empty dishwasher means no dirty dishes in the sink- you get the picture.

The Rule of 5 Like micro-tasks, this is simple and quick to do. Grab a trash bag, go from room to room and get rid of 5 items per room. It could be actual garbage like receipts, or items you no longer need or want. Toss the trash and put the gently used items in your donation box. You'll be amazed at how many times you'll be able to repeat this quick task (and kind of shocked at how much you can throw out!)

One In, One Out Is there anything more tempting than a bargain? But before you go nuts and order every turtleneck in every color ever made (I'm looking at you, Lands' End 50% off sale...) think about what you are willing to let go of to make room for the new things you bring into your home.



RESOLUTIONS

START A JOURNAL PRACTICE-

Maybe you wrote in a diary as a kid- I sure did. It was pink with a little brass lock, and I hid it under my mattress. Now, as adults, we call it journaling, and its good for us. In fact the University of Rochester Medical Center says it's a great way to manage anxiety and reduce stress. Consistency is the key, so experts advise keeping it simple- even just a few minutes a day is beneficial. There are lots of online resources, but I like these prompts from The Five-Minute Journal (taken from www.intelligentchange.com). Use the first 3 prompts in the morning to set the tone for the day, and the last 2 before bed.



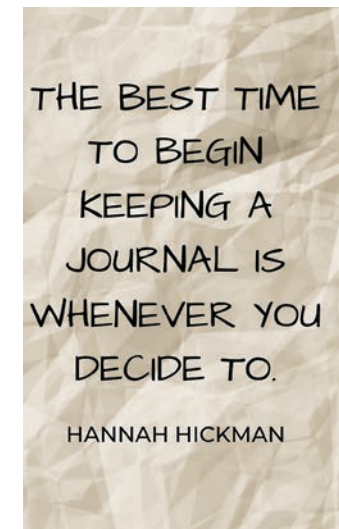
Morning Routine Questions:

1. I am grateful for...
2. What would make today great?
3. Daily affirmation- I am...

Night Routine Questions

4. 3 Amazing things that happened today...
5. How could I have made today even better?

Try it! Grab a notebook and a good pen and commit to 30 days of this 5 minute practice and see if it makes a difference.



RESOLUTIONS



EAT HEALTHIER

January me (remember, the one full of cheese and egg nog?) is full of good (vegetable-based) intentions. Then comes Valentine's Day, and Easter, and it's all out the window. How about this year, before we give up and land face down in the Dove dark chocolates, and Reese's peanut butter eggs, we treat ourselves kindly (and moderately) to some healthier treats? I like this version of peanut butter cups from Brittany Mullins at Eating Bird Food. Find more of her healthy recipes at www.eatingbirdfood.com.

5-INGREDIENT PEANUT BUTTER CUPS

INGREDIENTS

Chocolate Layer

- 1 C chocolate chips
- 1 Tbs melted coconut oil

Peanut Butter Layer

- 1/2 C peanut butter
- 1/4 C honey (or maple syrup)
- 2 Tbs melted coconut oil
- Pinch of sea salt (optional)



DIRECTIONS

1. Line a mini-muffin tin with 10-12 paper or silicone liners.
2. Melt chocolate chips & coconut oil in microwave for 1 minute. Stir & continue heating 30 seconds at a time until chocolate has melted & is smooth.
3. Using a spoon, pour enough chocolate to cover the bottom of the liner. Place tray in freezer 5-10 minutes or til set.
4. In a separate bowl, add peanut butter, honey, coconut oil & sea salt (if using). Microwave 15-20 seconds or until mixture is slightly melted & pourable. Stir to combine.
5. Remove cups from freezer & pour peanut butter mixture evenly over each cup. Place back in freezer to set for about 5 minutes.
6. Pour remaining chocolate over each cup just covering the peanut butter layer. Sprinkle with flaked sea salt if desired.
7. Place back in the freezer for about 30-60 minutes to set completely. Store in fridge until ready to serve.
8. Store leftovers in the fridge. They should last 5-7 days. For longer storage, store cups for up to 2 months.

RESOLUTIONS

What's more controversial than religion and politics? Noodles in the chili. Some say it's a Wisconsin thing, some say it's an abomination. We say if it's warm and tomatoey with plenty of meat and beans, it's delicious. Here's a recipe to try from allrecipes.com. The noodles are between you and your conscience.

WISCONSIN BLUE RIBBON CHILI



INGREDIENTS

- 1 1/2 pounds ground beef
- 1 stalk celery, chopped
- 1/2 red bell pepper, chopped
- 1 white onion, chopped
- 1 (28 oz) can diced tomatoes, do not drain
- 1 1/2 C tomato juice
- 2 C water
- 2 TBS chili powder
- 2 TBS brown sugar
- 6 cubes beef bouillon
- 1 (16oz) can kidney beans, drained
- 3/4 C uncooked elbow macaroni

DIRECTIONS

1. Brown ground beef in a large soup pot over medium heat, about 8 minutes. Break up meat into crumbles as it cooks.
2. Stir in celery, bell pepper, and onion. Cook until beef is browned, about 8 more minutes. Drain excess fat.
3. Stir in diced tomatoes, tomato juice, water, chili powder, brown sugar and bouillon cubes.
4. Cover, reduce heat, and simmer for 30 minutes.
5. Stir in macaroni and beans. Continue simmering about 10-15 minutes, or until pasta is tender.
6. Serve in bowls with toppings as desired. Recipe from www.allrecipes.com

RESOLUTIONS



ULTIMATE WINTER SALAD

I don't always think of salads in winter- when the temperatures dip, I lean into soups, stews and crockpot meals. But this Ultimate Winter Salad from The Pioneer Woman's website caught my attention. Creamy goat cheese, tart apples, hearty squash and kale bathed in a maple vinaigrette- look at that, I'm feeling healthier already. Check out www.pioneerwoman.com.

INGREDIENTS

For The Salad

- 6 oz. shredded kale
- 1/2 small lemon, juiced
- 1 TBS extra-virgin olive oil
- 6 oz. shredded vegetables, such as Brussels sprouts, cabbage carrots, etc.
- 2 medium apples, cored & diced
- 1 1/2 C candied pecans
- 4 oz. crumbled goat cheese
- 1 1/2 C roasted butternut squash
- 1/2 C pomegranate arils (seeds)

For The Dressing

- 1/2 C red wine vinegar
- 4 tsp whole grain or Dijon mustard
- 4 tsp pure maple syrup
- 1 tsp kosher salt
- 1/2 tsp ground black pepper
- 1/2 C extra-virgin olive oil

DIRECTIONS

1. Place shredded kale in a large salad bowl. Add lemon juice & oil. Use your hands to massage the greens, about a minute or so. The greens should wilt slightly and become deep green in color.
2. Add the other shredded vegetables to the bowl as well as the chopped apple.
3. Make the dressing by combining all of the dressing ingredients into a mason jar. Shake vigorously for 30 seconds & pour it over the salad. Toss well to combine.
4. Add pecans, goat cheese, butternut squash and pomegranate seeds over top. Serve.

TIP

To make roasted butternut squash, dice the squash into 1/2 pieces and place on a small baking sheet. Toss with 1 TBS of olive oil and a pinch or 2 of kosher salt. Roast at 425 degrees until browned and soft, about 15-20 minutes.

RESOLUTIONS

BACK AWAY FROM THE CHARDONNAY

There's still a bit of Dry January left. Or maybe you just need a break from all the holiday toasting. We got you... and a couple of mocktail recipes that won't feel like a sacrifice at all. Your liver will thank you.



VIRGIN SANGRIA

Recipe From A Pantry

www.recipesfromapantry.com

INGREDIENTS

- 3 C red grape juice
- 1.5 C sparkling water
- 1.5 C cranberry juice or orange juice
- 2 C chopped fruit (grapes, citrus, peaches, strawberries, blueberries- whatever you like)
- Ice, Herbs (like mint) & fresh citrus slices to garnish

DIRECTIONS

1. Add the grape juice, cranberry or orange juice, sparkling water and chopped fruit to a large jug.
2. Chill for a minimum of 1 hour.
3. Top with ice, and garnish with herbs before serving.



APPLETINI MOCKTAIL

Recipe From The Spruce Eats

www.thespruceeats.com

INGREDIENTS

- Granulated sugar
- 1/4 C good quality apple juice
- 1 TBS simple syrup
- 1/2 TBS freshly squeezed lemon juice
- Apple slices for garnish. (Dip slices in lemon juice to preserve color and prevent browning.)

DIRECTIONS

1. Rim a chilled cocktail glass with the sugar.
2. Pour the apple juice, simple syrup and lemon juice into a cocktail shaker filled with ice and shake well.
3. Strain into the prepared glass.
4. Garnish with apple slices and enjoy.

VARIATION

Add a splash of club soda, serve in a rocks glass over ice and garnish with a lemon wedge.

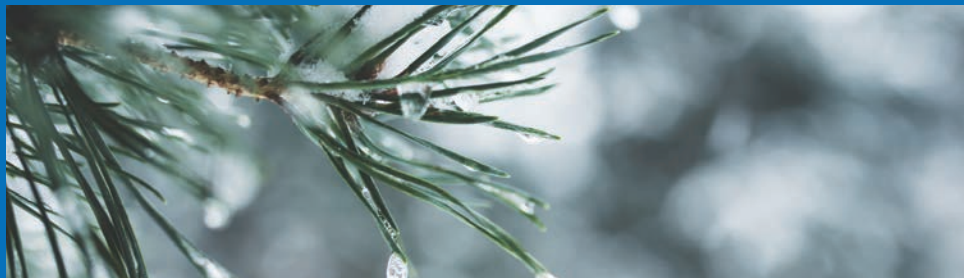


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