

2023 Annual Report



We are thankful to you all!



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### Welcome

Friends of Old Falls Village, Inc. a newly established non-profit organization, is dedicated to promoting and developing Old Falls Village Park into a must-visit destination. Our vision is to build upon the local community's rich history, creating a venue for entertainment, dining, and lodging that draws in visitors from near and far.

In Conjunction with the Menomonee Falls Historical Society, we seek to preserve the past while providing adventure and excitement in the present.

Your donations, contributions and sponsorships are greatly appreciated as we strive to reveal the hidden treasure that is Old Falls Village Park.

Old Falls Village Park serves a community that borders two Counties, Washington and Waukesha Counties, and two cities, Menomonee Falls, a population of 38,906 and Germantown, a population of 20,870 (2020 census).

Friends of Old Falls Village, Inc., our newly established non-profit, is dedicated to promoting the park and its rich history to the community. Join us in our vision of making Old Falls Village Park a must-visit destination for residents and visitors alike, complete with exhibit spaces and rentable areas

Your contributions and donations are greatly appreciated as we work to preserve and enhance this local treasure.



5 We are thankful to you all!



### **Letter from the President**

Happy Holidays to our wonderful supporters of Friends of Old Falls Village Park. With your generous support, Friends has completed its inaugural year with amazing success.

Our mission of enriching the Park with new and engaging events as fulfilled with the introduction of Fish Fry-Days, Roaring 20's Lawn Party, Science Fiction Day, Wine and Dine Day, and immersive reenactments, Including Revolutionary War Weekend with a School Day, World War I, and World War II. These events not only captivated the interest of hundreds of new guests, but also left them eagerly anticipating a return with even more friends in 2024. Thank you for being instrumental in making this happen!

To gear up for 2024, we need your help. All event proceeds go back into the Park to cover infrastructure and operating costs. We have raised \$10,000 toward our goal of Park financial self-sufficiency. Now, we're looking to refill our working funds and keep the momentum going. Your support will make a significant impact!

Your donation, regardless of the amount, will contribute directly to the development of quality Park programming, featuring new events such as Mother's Day Tea, 1960's Viet Nam Timeline, and Halloween Haunted Park. Generous donors of \$500 or more will be honored in our annual report and listed on a Contributors Board of Honor displayed in the Park.

Donate easily via PayPal, credit or debit card at www.OldFallsVillagePark.com/donations. All contributions to our 501(c)(3) nonprofit organization, Friends of Old Falls Village, Inc., are fully tax deductible.

On behalf of the Board of Directors of Old Falls Village, Inc., thank you for making Menomonee Falls Old Falls Village Park vibrant in our community and an exciting tourist destination. We look forward to continuing this journey with you in 2024.

Sincerely, Richard Burgess, President Friends of Old Falls Village



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## **About Friends of Old Falls Village**

#### Mission

The Mission of Friends of Old Falls Village shall be to operate, manage, maintain, support and improve the buildings and grounds of Old Falls Village Park and to provide recreational and educational events and opportunities at the Park such as reenactments of historical events and tours of historic buildings located in the Park.

Friends of Old Falls Village, Inc., a 501(c)(3) charitable organization is focused on promoting and developing Old Falls Village Park into a venue for entertainment, education, dining, and lodging in a historical setting that draws in visitors from near and far. In conjunction with the Menomonee Falls Historical Society, the intent is to preserve the past while providing adventure and excitement in the present with a mission of providing long range development planning of the Park and innovative on-site programming powered by broad scale fundraising efforts. It is the goal of Friends through immersive experiences, this park is enriching life today by connecting people with history, education and entertainment.

#### **Vision**

Old Falls Village Park will be a showcase for Menomonee Falls and an exciting destination for residents and visitors being a premier resource for local history. Complete with exhibit space and rentable areas, Old Falls Village Park will be a vibrant tourism attraction drawing visitors from the Midwest.







# is a Special Place...













"We had so much fun! My friend learned a lot and wanted to learn more about WW1 when we got home! These reenactment events are fantastic!" -CJ Costas

# 2023 Season Summary

### Old Falls Village Park 2023 Events



#### Fish Fry-Days

May 19 August 11 and 25 June 2, 16 and 30 September 8 and 22 July 14 and 21 October 6

#### Old Falls Revolutionary War School Day May 19

#### Old Falls Revolutionary War Days May 20-21

#### WWII Days Military Appreciation Night Concert by Radio Rosies June 16

WWII Days and USO Themed Concert

Roaring 20's Jazz Lawn Party Weekend July 22-23

Sci-Fi Family Day and Park Gamp Over August 12-13

Storytime in the Barn and Depot/Gaboose
September 20 and 27

#### WAWA1 Reenactment

October 7-8

## www.OldFallsVillagePark.com



# Themed RMS Titanic First Class Dinner Gala and Fundraiser

**April 15, 2023** 

The second annual themed R.M.S. Titanic First Class Dinner Gala Fundraiser was held at the Preserve (formerly the Silver Spring Country Club) the evening of April 15, 2023.

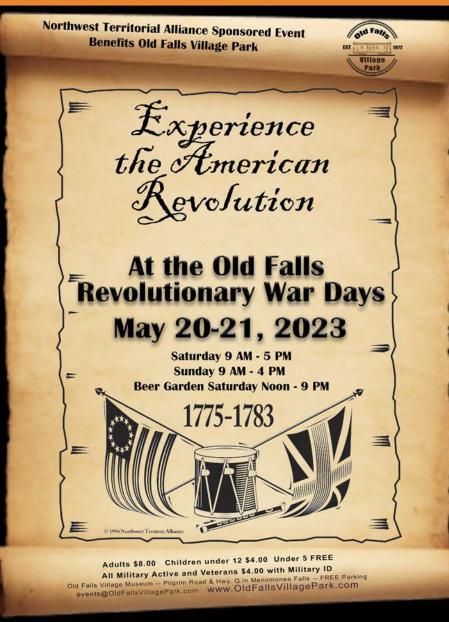
The Preserve was transformed into the Titanic's First-Class dining room where over 65 formally dressed passengers were treated to an elegant 6 course dinner prepared from the authentic recipes from the Titanic.

Upon arrival, passengers were greeted by representatives of the Purser's Department and provided with the biography of the character they were to assume for the evening, a gift bag, and their dinner table number. A uniformed ship's officer was available to escort each party to their table.

During dinner, the passengers were treated to several songs by vocalist Julie Thompson and harp music throughout. After dinner a dance band, Micro Brew Big Band, provided dancing opportunities. A cash bar was available, and all the guests were able to participate in a silent auction.

The event gave the passengers an unique opportunity to be immersed into Edwardian high society while enjoying a delicious dinner and first class entertainment.









## Old Falls Revolutionary War and School Day

The 2023 season of events was kicked off on the third week of May by the Old Falls Revolutionary War Weekend organized by the Northwest Territory Alliance (NWTA). The Old Falls Revolutionary War event completed the second annual visit of NWTA to Old Falls Village Park.

The weekend began on Friday morning with the event school dray held for over 150 fourth grade students from the Menomonee Falls School District plus numerous home school groups. The students were able to experience life in colonial times while collecting trading cards during a scavenger hunt.

The introduction of a new revolutionary time period event has increased the numbers of visitors to the park and increased educational opportunities. In addition, the numbers surpassed all projections of participation, admissions, and food and beverage sales.

A break of the continuity of the themed event occurred surrounding the opening of the Historical Society's Beer Garden. In the future, all sub-events and concessions occurring during the weekend should conform to the theme of the larger weekend event.

## **WWII Days Weekend**

Friday June 16th
This year the WWII Weekend started on
Friday night with a USO themed concert
featuring the Radio Rosies, a group
recreating the Andrew Sisters. As part
of the concert representatives of the
128th Refueling Wing, USAF spotlighted
a 101-year-old WWII veteran whose f
amily was attending. An even more grand



Saturday & Sunday June 17-18

The sixth annual WWII Weekend was the biggest event of the year and was the most attended in the history of Old Falls Village Park. The event continues to attract more reenactors, vendors, and visitors each year.

The USO themed dance Saturday night featuring Command Performance, an eighteen-piece swing band, has become the highlight of the event. Reenactors, visitors, and swing dancers all in uniform or period dress crowd the floor. As always, the skirmishes and battles were crowd pleasers.

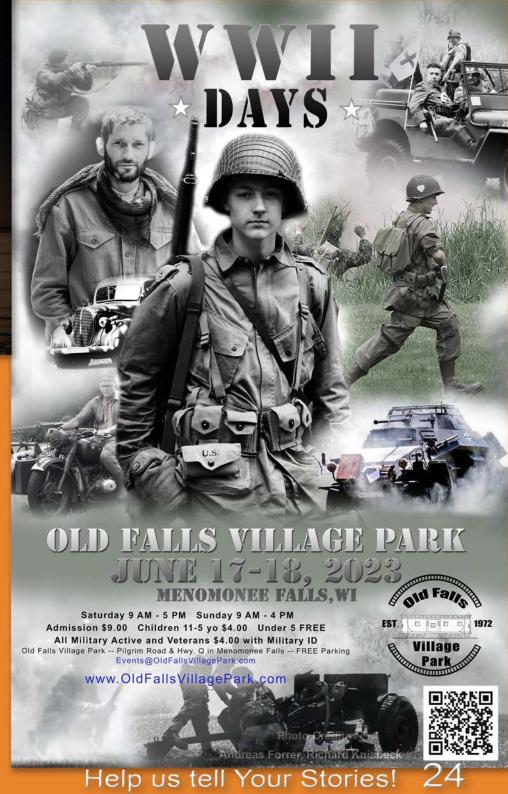
Over the years as the event has grown, the park has seen an increasing number of vintage vehicles attending.

WWII Weekend is the crown jewel of our events and will continue to grow in popularity over the coming years.









### **StoryTime**



STORYTIME

AT THE PARK



Join Menomonee Falls Public Library at Old Falls Village Park for two special editions of storytime with Ms. Megan!

\*Registration required. Best suited for ages 3-5

Wednesday, September 20 10:00 AM at the Barn



register!

Wednesday, September 27 10:00 AM at the Railroad Depot



register



N96W15791 County Line Road, Menomonee Falls WI, 53051 StoryTime in the Barn September 20

It was a lovely day in September for the Library's Storytime reading in the Park's Barn. We had 6 moms, and 13 children all participate enjoying the agricultural atmosphere while hearing stories about farming and farm animals. The parents loved the new location and the chance to browse the barn after the reading and sing along. We look forward to more StoryTimes at Old Falls Village Park in the future.

StoryTime in the Train Depot and Caboose September 27

It was rainy day at the end of September for StoryTime in the Train Depot. Even with the rain, we had three enthusiastic mothers, and 6 children enjoy listening to stories about Trains. Afterward, everyone enjoyed a tour of the caboose and enjoyed the new location. We look forward to many more events at Old Falls Village Park in the future.

## **Morning Star Productions**

Old Falls Village Park was blessed by the rental of the park facilities by Morning Star Productions, an interactive theater group. Morning Star creates a theater plot where the visitors walk through the site interacting with the cast. History was brought home to the visitors as they relived a small sample of the Revolution.

Morning Star developed the park as their stage including a phenomenal transformation of the schoolhouse into a 1700's tavern. The innovations of Morning Star Productions took the park to a new level.

Unfortunately, Morning Star Productions will not be returning to the park next year due to some unresolved personal problems with some park personnel.







We anticipate a fortuitous return of Morning Star Productions to the Park in the future. Old Falls

Village Park is the perfect location for this kind of Summer Stock performances.





## **Roaring 20's Jazz Lawn Party**

Another inaugural event this year was the Roaring 20's Jazz Lawn Party. Combining a Prohibition era speak-easy party and a stylish picnic, the Lawn Party was complete with a polo demonstration, a fox hunt, and a few Model A cars.

Live music was provided most of the day by several bands. While the party goers were relaxing after a croquet game, they were able to purchase a custom-made picnic lunch assembled from components from Sendik's.

Being it's first run, a lot of potential visitors didn't fully understand the vintage feel of the event. Friends have made connections and look forward to a bigger, better Lawn Party in 2024.





Help us tell Your Stories!

## **Sci-Fi Family Day**

On an absolutely pleasant day in August, the second Sci-fi Family Day in the Parks history occurred. Unfortunately, there was a Kids Fest event at Village Park on the same day which drew most of the visitors to Village Park. The attendance was low, but the number of participants were many. The day was a bit windy, so some of the decorations were unable to be set up. Numerous robots and Sci-Fi dressed characters participated in the Fashion Show and Costume Contest including many from Star Wars and Star Trek.













"Thanks for hosting this event guys, Can't wait for next year!" -Vladimir Ruzhnikov

"It was a great time!
Thank you to
everyone involved!"
- Karl Bandow



"Thank you for putting it on! The amount of people that came by and were genuinely interested in the displays was absolutely astounding for a first time event. You just don't get those kind of numbers on the first try. Thank you to everyone at the park who made this happen!"

-Dylan Williams



### **WWI Reenactment**

The first annual WW1 Reenactment was introduced by Director Craig Wheeler and became a great event for the park's future. The response was overwhelmingly positive and was better attended than any other first time WWI event in the Midwest. The growth of the event has great potential. The Ford Model A's club attended on Saturday which was a great addition to the immersive feel of the event.

Quilts of Valor October 7 was performed at the end of the day under the pavilion and was well attended. Thanks to the nonprofit group, Quilts of Valor, a handmade quilt is presented to a nominated soldier, Ryan Spadanuda.

The WWI Reenactment is welcomed again in 2024 with hopes of adding a School Day on Friday.



## Wine Pairings and Food Tasting Event





"It is always a pleasure to work with the Friends of Old Falls Village Park.

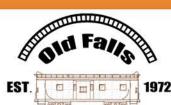
They are so easy to work with and they work hard to make a great event.

Perfect outside setting for a wine and food tasting night in the pavilion at the beautiful park."

Stacie Estrada, Art Lounge WI









September 17th at 2pm

**Exclusive Wine & Food tasting** 

#### Location: Old Falls Village Park

N96W15791 County Line Rd, Menomonee Falls, WI 53051

We are bringing our wine and food tasting event to Old Falls Village. Enjoy a relaxing wine tasting with food pairings and dessert! Joe will be walking through our wines and food pairings.

> Time & Location September 17, 2:00 PM - 4:00 PM \$40 per person. RSVP

Reis Pavilion at Old Falls Village Park, N96W15791 County Line Rd, Menomonee Falls, WI 53051, USA

About the Event: Exclusive five wines and food pairing event. Purchase full glasses for \$7.

Pinot Grigio - Bruschetta Chardonnay - Aged cheeses and crackers Merlot - Grilled chicken with thyme/rosemary Cabernet Sauvignon - Beef & cheddar sliders Rose - Cheesecake with fresh mixed fruit



Must register to save your spot.

( SCAN ME

Get your tickets at:

https://www.artloungewi.com/event-details/wine-food-tasting-at-old-falls-village-park

Brought to you by Friends of Old Falls Village Park and The Art Lounge www.OldFallsVillagePark.com



Partnering with the Art Lounge, the Wine Tasting and Food Pairing on September 17th was a great time under the Pavilion. There were nine tastings sold and it was a beautiful day in September. Thank you to Stacie and Joe for their expertise in Wine and the right foods that pair well with each wine. Thank you to them both and our Taste Testers again for an enjoyable afternoon in the Park.



#### Fridays

May 19
June 2, 16 and 30
July 14 and 21
August 11 and 25
September 8 and 22
October 6

Beer, Beverages and Entertainment 5-9 PM

Catered by



#### MENU

Fish Fry Meal \$12
3-piece fish fry
fries or potato pancake,
coleslaw and garlic bread

Kids Meal \$7

Mac and Cheese with fries
or Hot dog with fries
includes a treat

Serving 5-7 PM

Old Falls Village Park, Depot Pavilion N96W15791 County Line Rd. Menomonee Falls, WI Events@oldfallsvillagepark.com

### OldFallsVillagePark.com



"It was great working with you.
We got great exposure."
Ken Ubert-Markos Pizza



## Fish Fry-Days and Beer Garden

A new event for 2023 was the Friday night fish fry catered by Marko's Pizza. Guests in the Reis Pavilion were able to enjoy the lovely weather while eating a delicious fish fry and having a cold beer or soft drink.

The Fridays connected with our major events were particularly popular.

Assisted living groups from both Luther Manor and The Village of the Falls both sent a bus full of guests to enjoy the fish fry and the ambiance of the park.









### **Key Dates 2023**

Articles of Incorporation with the 2022 State of Wisconsin for Friends of Old Falls, Inc. January 29, 2023 Facebook page created February 15, 2023 Website is live. www.OldFallsVillagePark.com February 18, 2023 Old Falls Village Park Logo Created April 3, 2023 Lease with the Village of Menomonee Falls Approved at Village Board Meeting April 4, 2023 Temporary Class B License Filed April 6, 2023 Morning Star Agreement. May 19, 2023 Special Event Application for Fish Fry-day issued for this first event. June 6, 2023 IRS 501c3 status approved July 24, 2023 WI sales and Use Tax number issued December 31, 2023 First Financial and Lease year completed. January 24, 2024 Payment to the Village for the 25% of Revenue during 2023 paid.

# Sponsors













Greifenhagen Family











All Donations benefit the Park! Thank you for your Support!

# and Partners









Command Performance Big Band















RADIO ROSIES











MKED!



40

# Statiscis

**WDOT traffic Counts** 

County Line Q as of 6-4-2019 in front of the water tower 2019 10,600 cars daily

County Line Q as of 6-27-2022 in front of Water Street 2022 10,600 cars daily

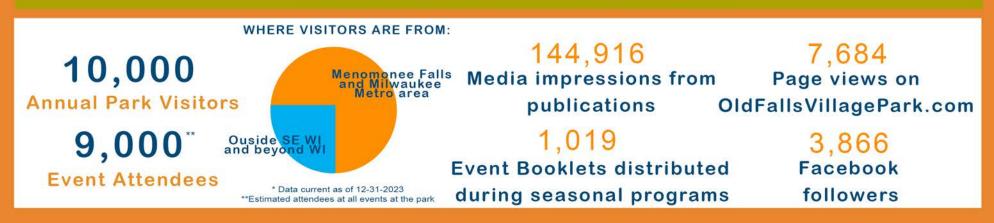
Pilgrim Road north of Megal drive 2022 15,700 cars daily

Pilgrim Road ramp north from Hwy 41 in 2022 is 4,200 cars daily

In 2023, the numbers had to be way down because of the construction on both Q and Pilgrim Road for most of the summer.

# Marketing

#### MARKETING POWER



1019 total Promotional Booklets handed out at events

Revolutionary War 238 booklets WW2 Days 388 booklets Roaring 20s Event 200 booklets Sci Fi Family Day 118 booklets WWI Reenactment 75 booklets Fish fry-Days

Attendees

# Financial Statement

#### 2023 Treasurers Report

Well, we have completed our first year at the Park, Everyone says that the first year is always the toughest. It certainly wasn't easy, but we learned a great deal about our events, ourselves, and our fellow volunteers. We persevered and ended our inaugural year with a slight loss.

Looking forward to 2024, we have made some adjustments to existing events, dropped some underperforming events, and added several exciting new reenactments.

We are very optimistic for 2024 and look forward to seeing you at the Park.

Richard W Burgess Treasurer

# Economic Smpact

2023 was the first year for Friends of Old Falls Village operating at the park. It was also a year of many goals, both in financial and in community outreach. The year was full of many events both by the Historical Society and Friends making the season packed with activities. Friends started a new event in October with the WWI Reenactment and started a school day with the Revolutionary War NWTA group. With all the new activities brought both new income and new expenses to plan for over the year. Friends looks forward to their new event season in 2024 to increase their event activity in the park even more. The payment to the Village of 25% of the revenue generated was a payment well spent to help reimburse the Village for all their services at the park.

Wur Tonderous Future

Thank you to the Village of Menomonee Falls for their preservation of Old Falls Village Park and all the historical buildings. In 1972, the Village created a park called Old Falls Village which today has grown from a house and barn with an orchard to a park with 8 historical buildings. The Public house has been the center of the park with the bathrooms and meeting room.

With the growth of the popularity of the park, the increase in events as well as the growing beer gardens, the park is in need of many improvements such as additional bathrooms and parking spaces. It is the plan of Friends to work tirelessly to make improvements in the park for the community and all the visitors to the park. We appreciate all your help to support these efforts.

Help us tell Your Stories! 44

### Old Falls Village Park

N96W15791 County Line Rd Menomonee Falls, WI, 53051

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