

WINTERFEST

LAKE GENEVA

FEB 3-7

2021



Home of the
U.S. National
Snow Sculpting
Championship



FEBRUARY 3-7, 2021

The Riviera & Flat Iron Park | Lake Geneva, Wisconsin

WINTERFEST 2021

Welcome to Winterfest!

Lake Geneva isn't just a warm weather destination. Our area transforms into a winter wonderland of activity, and our unique shops and dining establishments are open and ready to safely serve you. Visit the fabulous snow sculptures, vote for your favorite, and stroll around town to see the artisan ice carvings. You will have great "Instagramable" moments and memories to share and cherish!



Enjoy your visit this weekend and please return to Lake Geneva soon!

Warm regards,
Charlene Klein
Mayor of Lake Geneva



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26 YEARS OF WINTER FUN:

The History of the United States National Snow Sculpting Championship in Lake Geneva



The year was 1996 and something big was born in this relatively small resort town of Lake Geneva, Wisconsin. It was the inaugural year of Winterfest, a festival organized by local business owners, agencies and community leaders to celebrate the season and promote the beautiful Lake Geneva region. A meeting with Winter Fun USA resulted in Lake Geneva becoming the new home of the U.S. National Snow Sculpting Competition, Winterfest's marquee attraction. Now 26 years later, it is regarded as the gold standard of snow sculpting competitions and draws over 60,000 guests annually to enjoy snow sculptures and an array of fun winter-inspired events and activities throughout the region.

Winter Fun USA was established in 1985 to create the first United States National Snow Sculpting Competition. The event debuted in 1986 as a contest of artistry, skill, boundless creativity, and team spirit. Since then, Winter Fun USA has become synonymous with the sport of snow sculpting throughout the United States, sanctioning more than a dozen state competitions, each sending their winners to the championship event. Now known as the U.S. National Snow Sculpting Championship, Winter Fun USA is proud to celebrate its 36th anniversary and 26th year as the centerpiece of Winterfest - Lake Geneva.



U.S. NATIONAL SNOW SCULPTING CHAMPIONSHIP

In It To Win It: How the Winning Sculptures Are Chosen

CHAMPIONSHIP

Gold, Silver and Bronze winners are determined by the competitors themselves. Competitors may not vote for their own sculptures.

- **Gold:** U.S. National Snow Sculpting Competition Champions Award
- **Silver:** State of Wisconsin Award
- **Bronze:** City of Lake Geneva Award

CHAMPIONSHIP JUDGING CRITERIA:

- **CREATIVITY** – Originality of expression (50%)
- **TECHNIQUE** – Utilization of materials, excellence in execution and presentation (30%)
- **MESSAGE** – Visual force of message by jury (20%)

GENE KEMPFER PEOPLE'S CHOICE AWARD

Winners are selected by Winterfest visitors. It is named in honor of the late Gene Kempfer, long-time national and international sculpting competition organizer. Voting is from 9 a.m. to 2 p.m. on Saturday, February 6. Ballots and drop boxes are located at the Riviera Plaza and the Lake Geneva Visitor Center (See Map). Online voting is also available at WinterfestLG.com.

FLAUS EBELING SPIRIT AWARD

This honor goes to the team or individual that best represents the ideals of the competition. It is named after renowned sculptor Flaus Ebeling from Watertown, New York. The mantra "ommm" gives thanks to all that is good, like friendship, food, weather, art behavior and more. This honor is chosen by the previous winners of the award.

2020 U.S. National Snow Sculpting Championship Winners



First Place National Championship:
VERMONT
Sculpture: "MOOOON STORIES!" (left)

First Place People's Choice:
NEW HAMPSHIRE
Sculpture: "JOY OF READING" (right)



WHAT DOES IT TAKE

TO MAKE A SNOW SCULPTURE?

PREPARING THE SNOW

HOW IT'S MADE

474 cubic yards of snow is donated from The Grand Geneva Resort & Spa.

PULVERIZE

The snow is ground down into a very fine consistency.

TRANSPORT

80 truckloads of snow is transported to make the snow sculpture molds.

MOLD

The snow then is poured into a cylindrical mold that is eight feet wide by nine feet tall.

STOMP

Workers jump into the mold and stomp on the snow to get the snow firmly packed.

RELEASE

The mold is released and lifted off and the blocks are ready for carving!



ICE CHOPPER

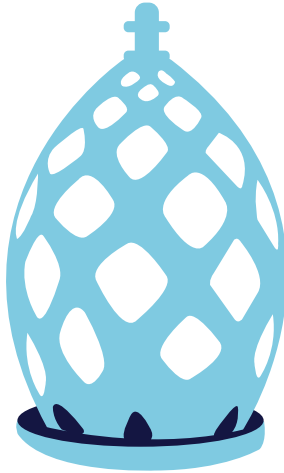
Used for chopping large amounts of snow from the block.



SNOW SAW

Used for cutting through thick parts of the snow block for removal.

THE TOOLS



CHISEL

Used for removing small amounts of snow to create detail.



MACHETE

Used for cutting through smaller parts of the snow and creating curves.

IT TAKES APPROXIMATELY

100:00:00

100 HOURS START TO FINISH

A TEAM CAN INCLUDE UP TO



3 PEOPLE

TO KEEP WARM EACH TEAM WILL DRINK



ABOUT 30 MUGS OF COFFEE & HOT COCOA!

WINTERFEST 2021 MAP



WINTERFEST SAFETY GUIDELINES

Winterfest 2021 has been carefully planned with the well-being of our guests in mind. As an outdoor event, we've taken steps to allow for social distancing and have provided additional space between snow sculpting teams, vendors and spectators. Here are a few of the measures we've put in place to ensure the safest possible Winterfest experience:



- **One Way Viewing Lines** – Lines to view the snow sculptures are set up with a single entrance and exit at the Riviera and Flat Iron Park locations to allow for social distancing.



- **Face Covering Requirement** – In keeping with Wisconsin's mandate requiring face coverings in enclosed outdoor spaces or where social distancing is not possible, masks or face coverings are required while in the sculpture viewing lines.



- **Sculpture Spacing** – Sculpting areas are set back with extra space between sculptors and spectators. Please do not step over ropes into the sculpting areas.



- **Hand Sanitizing Stations** – Complimentary hand sanitizer is available at stations near the portable restrooms at the Riviera and Flat Iron Park and at the Lake Geneva Visitor Center on Wrigley Drive.



- **Online Voting** – Skip the lines to cast your vote for the People's Choice Awards on Saturday, Feb. 6. Vote online at **WinterfestLG.com** between 9 a.m. and 2 p.m.

Sculpting team appearances are subject to change or cancel at any time due to the unpredictable nature of the COVID pandemic. Winter Fun USA and the U.S. National Snow Sculpting Championship are confident that despite any unexpected changes, Winterfest will be successful and provide a quality family experience for the City of Lake Geneva and all that attend, safely, in 2021!

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Lake Geneva's Premier Restaurant
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Available ALL DAY



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Popeye's



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SPECIALTY DRINKS



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WINTERFEST 2021 EVENT & ACTIVITY SCHEDULE

Visit WinterfestLG.com for event details

UNITED STATES NATIONAL SNOW SCULPTING CHAMPIONSHIP COMPETITION SCHEDULE

Wednesday, February 3

- Snow Sculpting Begins | 11am

Thursday & Friday, February 4–5

- Snow Sculpting Continues | Around the Clock

Saturday, February 6

- People's Choice Voting | 9am–2pm | Online at **WinterfestLG.com** or in person at Riviera Plaza and Lake Geneva Visitor Center (Wrigley Dr.)
- Tools Down – Snow Sculpting Concludes | 11am
- Awards Ceremony | 3pm | Brunk Pavilion, Flat Iron Park

Sunday, February 7

- All Day: Enjoy viewing the completed snow sculptures!

UNITED STATES NATIONAL
SNOW SCULPTING CHAMPIONSHIP



1986 - 2021

CELEBRATING 36 YEARS



WINTERFEST 2021 EVENT & ACTIVITY SCHEDULE

Visit WinterfestLG.com for details on these and other events and activities around the Lake Geneva area during Winterfest 2021.

- **U.S. National Snow Sculpting Championship Competition** | Feb 3-6 | Riviera Plaza & Flat Iron Park
- **Baker House Fire & Ice Bar** | Feb 3-7 | Hours Vary | Baker House | 327 Wrigley Dr. | Reservation Required
- **Freaky Tiki Winterfest** | Feb 3-7 | Hours Vary | Maxwell Mansion | 421 Baker St.
- **Leap Vodka Launch Tasting** | Feb 3 | 6pm-9pm | Next Door Pub | 411 Interchange N
- **Downtown Cocoa Crawl** | Feb 5 | 4-6pm | Downtown Lake Geneva | Free
- **Beach Bonfires & S'mores** | Feb 5-6 | 5-9pm | Riviera Beach | Free Admission
- **Downtown Ice Sculpture Walk** | Feb 5-7 | Downtown Lake Geneva | Free
- **Hovercraft Ice Rides** | Feb 5-7 | 10am-4pm | Wrigley Dr. & Center St. Boat Launch | Reservations Required
- **Wrigley Drive Vendor Market** | Feb 5-7 | Fri-Sat 10am-4pm | Sun 10am-2pm
- **Snowball White Party** | Feb 6 | 9pm-2am | Thumbs Up Saloon | 260 Broad St.
- **The Sausage Shack – A Lake Geneva Country Meats Pop-Up Shop** | Feb 4-7 | Hours vary | 711 W. Main St.



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WINTERFEST MARKET ON WRIGLEY

Vendors on Wrigley Drive between Broad and Center Streets

- Friday & Saturday, Feb. 5–6 | 10am–4pm
- Sunday, Feb. 7 | 10am–2pm

FEATURED VENDORS

- **Pearce's Farm Stand** – Kettle Corn, Hot/Cold Cider, Hot Chocolate, Bottled Water
- **Inspired Coffee** – Coffee, Inspired Apparel & Gifts, Packaged Coffee
- **TLS Hovercraft Ice Rides** – Hovercraft Information & Ride Sales, Merchandise, Hover Pilot Photos
- **Avant Cycle Café** – Hot Cocoa, Hot Drinks & Snacks
- **Kunes Chevrolet Buick GMC of Lake Geneva** – Vehicle Display
- **Salty Provisions by Wanderlust Sea Salt LLC** – Infused Sea Salts and Seasoning Blends made with Norwegian Flake Sea Salt, Kettle Chips, Snacks made with our Seasonings
- **Streblov Custom Boats** – Streblov Hoodies, Hats, Mugs & Socks
- **Gindo's Spice of Life Hot Sauce** – Fresh, Hand-crafted Hot Sauces
- **Fox City Flix** – Glow items
- **Boy Scout Troop #239 Concessions (Sat–Sun only)** – Deep Fried Oreos, Donuts, Brats, Hotdogs, Chili, Chips, Soda, Water

BONFIRES ON THE BEACH

- Friday & Saturday, Feb. 5–6 | 5–9pm

Gather around one of our fire pits for a relaxing evening under the stars on Riviera Beach. Enjoy music, toasty fires and s'mores, hot cocoa and other refreshments for purchase. Proceeds benefit the Elkhorn, Whitewater, East Troy, and Delavan–Delavan Lake Area Chambers of Commerce.

Enter Riviera Beach from Riviera Plaza or the main Beach Entrance on Wrigley Drive.



DOWNTOWN ICE SCULPTURE WALK



*Downtown
Lake Geneva*
**ICE
SCULPTURE
WALK**
FEB 5 - 7, 2021
WINTERFEST
LAKE GENEVA



Just steps away from the snow sculpting competition, enjoy dozens of artfully crafted, Insta-worthy ice sculptures adorning the Downtown district. Log on to **WinterfestLG.com** for a Sculpture Walk map.

PEOPLE'S CHOICE AWARD U.S. National Snow Sculpting Championship

Cast your vote for the 2021 Winterfest People's Choice Award.

■ Saturday, Feb. 6 | 9am–2pm

Two ways to vote:

- ONLINE – log onto **WinterfestLG.com** and click the "Vote Here" button
- ON SITE – print and fill out the ballot below and drop off at one of two Voting locations at Winterfest: Riviera Plaza or Visitor Information Center on Wrigley Drive



2021 U.S. National
Snow Sculpting
Championship



PEOPLE'S CHOICE AWARD

SNOW BLOCK NUMBER: _____

Ballots accepted 9:00 a.m. through 2:00 p.m. Saturday, February 6.
Awards Ceremony at 3:00 p.m. at Brunk Pavilion in Flat Iron Park.

PARKING & SHUTTLE SERVICES

PAID PARKING IN DOWNTOWN LAKE GENEVA

Parking is \$2/hour throughout Downtown Lake Geneva during Winterfest, including metered stalls, municipal lots, and residential streets as signed. Overnight parking is not permitted between 2am and 6am on city streets or parking lots. Handicap parking is free in any designated handicap or metered stall with a valid handicap license plate or placard.

FREE SHUTTLE BUS SERVICE

No need to worry about finding a parking spot or waiting in traffic when you ride the FREE Winterfest Shuttle Bus provided by the City of Lake Geneva. Shuttles pick up and drop off approximately every 20 minutes between stops.

WINTERFEST SHUTTLE SCHEDULE

Saturday, February 6 and Sunday, February 7, 8am to 8 pm.

Shuttle Pickup Locations:

- Park-n-Ride | Sheridan Springs Rd. & Edwards Blvd. (North of Hwy. 50)
- Home Depot | 550 N. Edwards Blvd. (North of Hwy. 50)

Drop-off Location:

- U.S. Bank | 303 Center St., Downtown Lake Geneva (corner of Center & Geneva Street)

GETTING AROUND & WARMING UP

Public restrooms are located at the Lake Geneva Visitor Center at Flat Iron Park and portable restrooms can be found at Riviera Plaza. Hand sanitizer stations are available at these locations as well.

If you're looking for a place to warm up or grab a quick bite to eat between sculpture viewing, visit the Boy Scout Troop 239 Warming & Concessions Tent in Flat Iron Park, Saturday 10am-4pm and Sunday 10am-2pm. Hot chocolate, coffee, and an array of snacks can also be found at various vendors at the Winterfest Market on Wrigley Drive, Friday and Saturday 10am-4pm, and Sunday 10am-2pm. Or stroll Downtown Lake Geneva anytime to find an array of unique shops and restaurants just steps away from Winterfest.



FOR MORE INFORMATION ABOUT THE
LAKE GENEVA AREA, LOG ON TO:
VISITLAKEGENEVA.COM

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This winter, head outdoors, hit the slopes or grab a sled.

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The Mountain Top at Grand Geneva Resort & Spa.

*For more information, please call (262) 249-4726
Purchase lift tickets online at GrandGenevaSki.com*



Harbor
Shores
on Lake Geneva

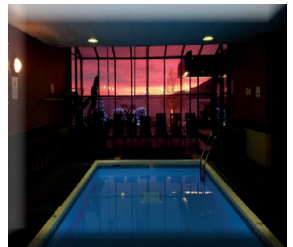
Proud Sponsor Of WINTERFEST

Experience Lake Geneva at its best with a warm greeting when you walk into our inviting lobby. It is inevitable that you'll take notice to the history and charm of our building and decor. Then, take a few moments to soak in the panoramic view that awaits you, and enjoy our welcoming guest rooms that feature a cozy fireplace, wet bar, microwave, keurig and refrigerator. Situated on Geneva Lake and centrally located downtown, should you choose to explore...shopping, restaurants and activities for all seasons are available just beyond our front doors.



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Call Now and Book Your Winter Escape!



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INTRODUCING:

Our 2021 Snow Sculpting Teams



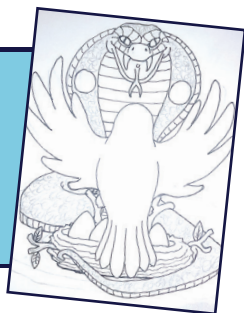
BLOCK #1 – WISCONSIN 1

Team: Snowblind
Sculpture: "Tribal Dance"



BLOCK #2 – ILLINOIS 2

Team: Band of Misfit Boys
Sculpture: "Fowl Play"



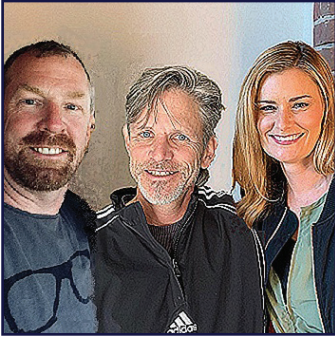
BLOCK #3 – ILLINOIS 3

Team: The Windy City
Snowmen
Sculpture: "2020"



INTRODUCING:

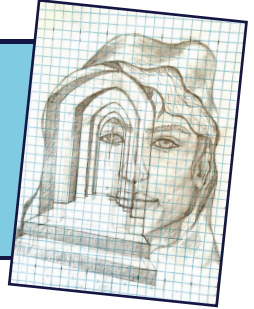
Our 2021 Snow Sculpting Teams *(continued)*



BLOCK #4 – FLORIDA

Team: Flozen: Less Latitude, More Attitude

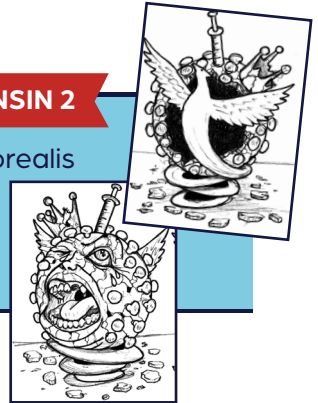
Sculpture: "The Power of the Mind's Eye"



BLOCK #5 – WISCONSIN 2

Team: Sculptora Borealis

Sculpture: "Inoculation"



BLOCK #6 – ALASKA

Team: AK Awesome

Sculpture: "Ice Cold Craft Beer"



INTRODUCING:

Our 2021 Snow Sculpting Teams *(continued)*



BLOCK #7 – COLORADO

Team: Team Merc

Sculpture: "Daryl"



BLOCK #8 – ILLINOIS 1

Team: Cave People
From Space

Sculpture: "The Like-
Ness Monster"



BLOCK #9 – MICHIGAN

Team: The Loafers

Sculpture: "Bird in Hand"



INTRODUCING:

Our 2021 Snow Sculpting Teams *(continued)*



BLOCK #10 – WISCONSIN 3

Team: Snow Cronies Too

Sculpture: "Covid Criminal"



BLOCK #11 – IOWA

Team: The Driftless Snow Sculptors

Sculpture: "Fantasy Reef"



DID YOU KNOW?

The massive, 9-foot-tall snow blocks that our teams transform into works of art begin with the generosity of local partners of Winterfest and the U.S. National Snow Sculpting Championship. The snow comes from The Mountain Top at Grand Geneva Resort & Spa and is transported and moved into place by crews from The City of Lake Geneva. Finally, a team of Winter Fun USA "stompers" pack the snow into cylindrical forms to create the sculptors' blank canvas. It is truly a group effort and we offer a big Winterfest THANK YOU to these generous partners!





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Start your Day with Melody & Courtney!
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Rockin' the Mid-day Retro Café - Every day at Noon!



mm
MIKE MASON
WEEKDAYS 2PM-7PM
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Heidi Lee



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WEEKNIGHTS 7PM-11PM

sports jam
Saturday 7am-9am

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Life Matters

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SUNDAY 8AM-9ish AM



With Phillip Sassano
Sunday 7am-8am



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- Hot Chocolate Bombs
- Tiki Igloo
- ...and MORE!

TIKI IGLOO | CRAFT COCKTAILS | ISLAND VIBES

THANK YOU TO OUR 2021 SPONSORS

For the last 26 years, Winterfest has been made possible by the generous support of the **City of Lake Geneva** and numerous businesses, individuals, and organizations from our community. This year is no different. We are proud to recognize the following sponsors of our 26th Annual Winterfest and encourage you to visit and patronize them during your time here.

– The VISIT Lake Geneva Team

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- Stephanie Klett
- The Goodwin Family

DAILY SPECIALS

Lake Geneva



MONDAY & TUESDAY \$8 BURGERS
Includes all of our burgers with a side and our Brew House Burger with up to two toppings.

WEDNESDAY

**1/2 OFF BOTTLES OF WINE
PLUS \$2 KIDS MEALS**

(with each regular priced main menu entree purchased)
Bonus: These two offers can be combined on the same check!



THURSDAY STREET TACOS

2 tacos with a side \$8 • 3 tacos with a side \$10
(includes chicken or pork tacos, add .75 for each cod/tuna/steak taco)



FRIDAY FISH FRY \$11.99

3 pieces of beer-battered cod or baked cod
with coleslaw and choice of side



SATURDAY PRIME RIB \$23

Slow-roasted tender roast beef served with
your choice of soup or house salad and one side.
(Available after 4pm)



SUNDAY BBQ RIBS

Includes your choice of soup or salad, one side
and coleslaw. Half Rack \$12 • Full Rack \$17

HAPPY HOUR

\$6 appetizers • 1/2 off beer, wine and cocktails
(shots, doubles and some brands excluded)

Monday thru Friday 2pm to 5pm &

Monday thru Thursday 7pm to Close

Friday & Saturday 7pm to Close & All Day Sunday

**GOOD LUCK
TO ALL OF
THE SNOW
SCULPTING
TEAMS!**

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THE COVE

OF LAKE GENEVA

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LARGEST SUITES



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FROM THE PUBLISHERS OF At The Lake MAGAZINE

STORIES FROM THE SHORE & GENEVA LAKE REFLECTIONS

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and new photography of
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around Geneva Lake.

\$34.95 each



LAKE DOGS: A TRIBUTE TO LAKE-LOVING DOGS IN THE GENEVA LAKES AREA

A heartwarming,
photographic homage
to our four-legged
friends, enjoying the
area's beautiful lakes.

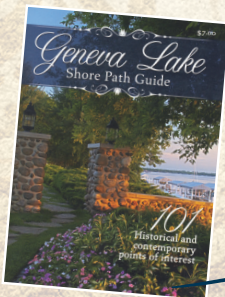
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and contemporary points
of interest that can be
seen from the Geneva
Lake Shore Path.

\$8.00

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From A Cool Adventure



To A Warm Welcome



Lake Geneva's stunning all-suite boutique hotel is conveniently located directly across from the lake and only two blocks from downtown and the Riviera Beach. The Bella Vista Suites features a four-story atrium and 39 well-appointed one and two-bedroom suites. Every suite is equipped with a Jacuzzi bathtub, private balcony, and fluffy bathrobes. Luxurious amenities include our Himalayan Salt Sauna, in suite fireplaces, fitness center, and an on-site spa for relaxing massages and facials!

BELLA VISTA SUITES

HOTEL ON THE SHORE OF LAKE GENEVA

262-248-2100 | www.BellaVistaSuites.com

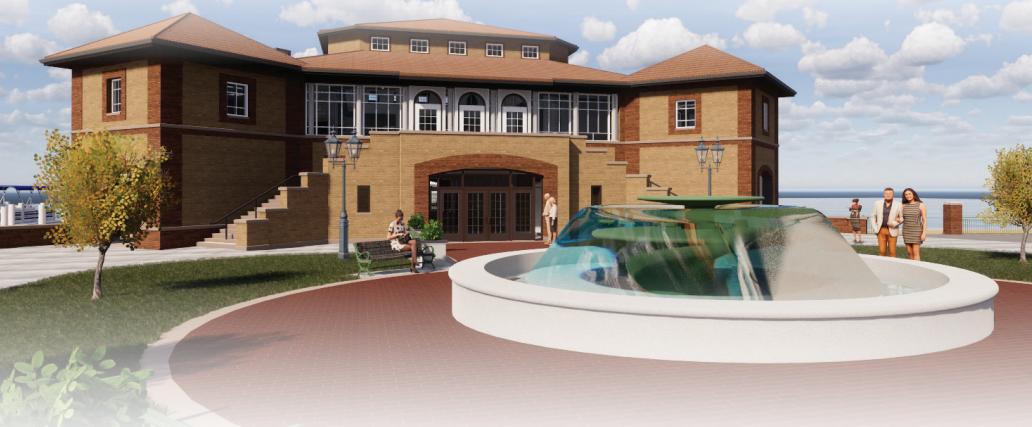


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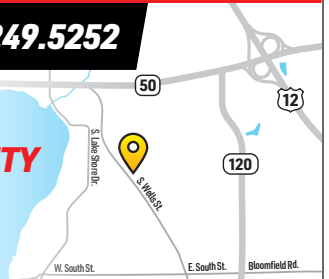
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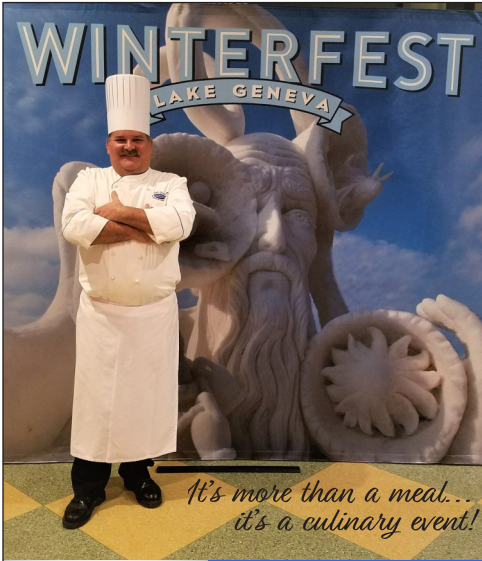
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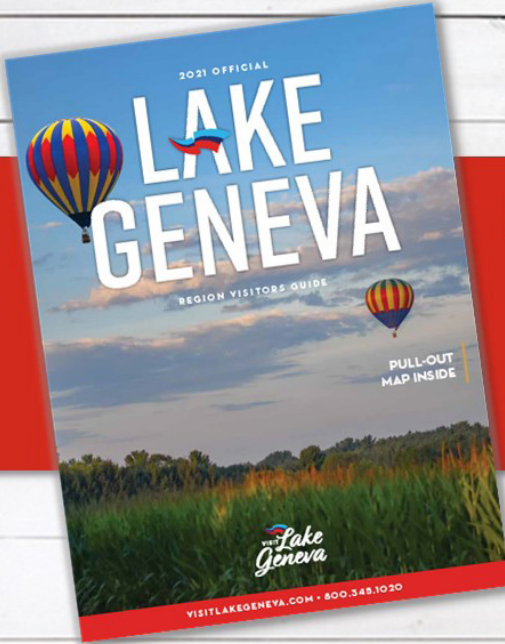
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