

# VERONA

WISCONSIN

*It's a vibe.*



# VERONA

## WISCONSIN



Located in a sweet spot along the Sugar River, Verona offers small town charm with big city energy nearby. Just a few minutes from the excitement of Wisconsin's capital city of Madison to the East, and the gateway to the beautiful Sugar River Valley to the West, Verona gives travelers the best of both worlds.

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*Learn more!*



Verona Area Chamber of Commerce & Visitor's Center  
120 W. Verona Ave. | (608) 845-5777

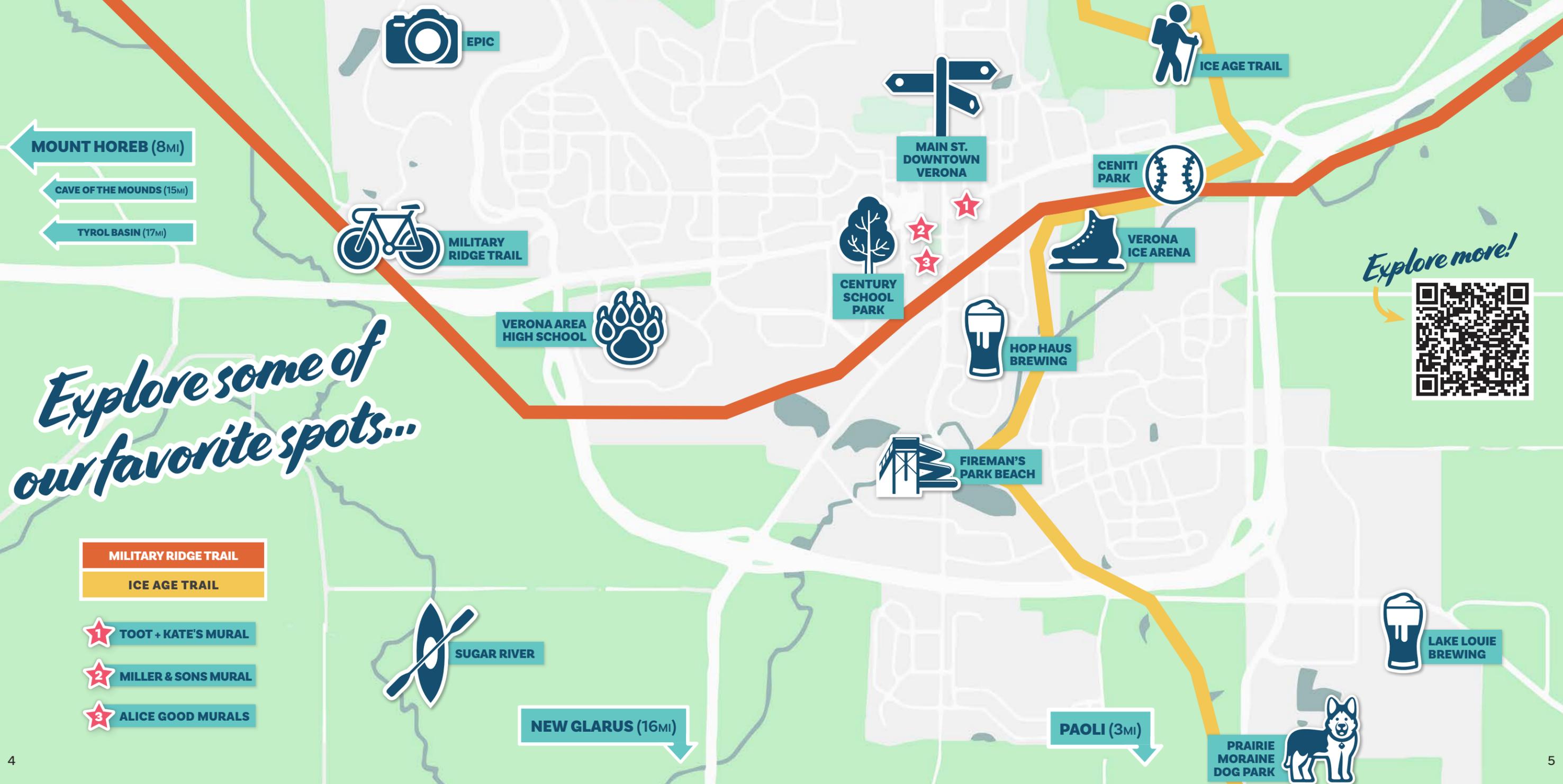
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*It's a vibe.*

# VERONA

## WISCONSIN



*Explore some of our favorite spots...*

- MILITARY RIDGE TRAIL
- ICE AGE TRAIL
- 1 TOOT + KATE'S MURAL
- 2 MILLER & SONS MURAL
- 3 ALICE GOOD MURALS

# A Hometown History: Now & Then



## ◀ What makes Verona "Hometown USA?"

In response to the Verona Press printing a letter from Donald Schmidt of the 101st Airborne during the Vietnam War in 1966, the troop's Sergeant wrote back, "The spirit shown by your printing of his letter has greatly boosted the morale of our unit. It's rare for us to receive recognition at all... We've chosen your town as the epitome of Hometown, U.S.A. Despite many of us coming from larger cities, we believe it's the small town that embodies our country. We would be honored if you would allow us to adopt your town as our own."



## ◀ 102 W Railroad St. (Cahoots)

Previously called the 'Auditorium,' this building housed a long line of restaurants, bars, and inns and a speakeasy. Now home to local hangout, Cahoots.

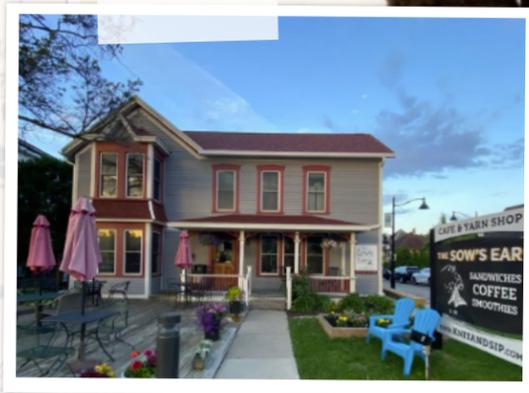
## ▶ 300 S Main St. (Alice Good Coffee)

Built in the 1840s and once known as the 'Verona House,' it has always been a gathering space and now houses Alice Good Coffee.



## ▶ 119 S Main St. (Avanti's)

This former Baptist church, post office, doctor's office, funeral home, furniture store, ballroom, bakery and hardware store (not all at once) is now Avanti's Italian Restaurant.



## ▶ 125 S Main St. (The Sow's Ear)

A doctor's office in the 1800s, flower shop, and long-time private residence is now The Sow's Ear Cafe and yarn shop.



Top: 401 W Verona Ave. - Formerly Verona Graded School, now future home of Art House 360.

Bottom: 101 N Main St. - 1848 private residence, now Kismet Books.

Photos and information courtesy of the Verona Area Historical Society. Learn more at <https://www.veronahistory.com>.

It's a  
**NO WIFI  
 NEEDED**  
 Vibe



## Biking & Hiking

One of the best parts of adventuring around Verona is the abundance of trails for hiking, biking, and all sorts of exploring. Traverse paved pathways and gravel greenways through rolling farmland, vast woodlands, and boundless prairies. Make some stops along the way to enjoy local food and drinks, explore book shops and boutique stores, and relax in cozy coffee shops.

### Ice Age Trail 🚶🏻🚲

The Ice Age Trail is a 1,000-mile National Scenic Trail with an uninterrupted 9.4-mile segment that runs straight through the heart of Verona. Primarily an off-road hiking and backpacking trail, it offers excellent opportunities for sightseeing, wildlife viewing, and bird watching.

### Military Ridge Trail 🚶🏻🚲📍

This 40-mile trail connects Madison and Dodgeville via an 1855 military route. It winds through the beautiful Sugar River Wetlands in Verona, passes by the Cave of the Mounds, and meets the southern border of Governor Dodge State Park. Along the way, it highlights scenic agricultural lands, woods, and prairies.

### Quarry Ridge 🚶🏻🚲

Explore over 3 miles of off-road bike trails, featuring a network of single-track paths for riders of all skill levels, from beginner to expert. The trails are free and open year-round, weather permitting.

### Capital City Trail 🚶🏻🚲📍

This trail links downtown Madison to the Military Ridge Trail in Verona. It's a 9-mile ride from the Verona Park and Ride to the University of Wisconsin-Madison campus, Memorial Union, State Street, and the Capitol.

### Badger Prairie County Park 🚶🏻🚲🚴🏻

Located in the heart of Verona, this park offers a trail system with 3.4 miles of scenic mountain biking (permit required), a shelter, a dog park, and an aeromodelling fly zone. Visitors can also connect from here to the Military Ridge State Trail, the Ice Age Junction Bike Trail, and the Ice Age Trail.

### Badger State Trail 🚶🏻🚲📍

This 40-mile trail stretches between Madison and the Wisconsin/Illinois border, traversing farmlands, woods, rolling hills, scenic meadows, remnant prairies, ravines, glacial topography, and several small communities.

### The Ironman Wisconsin Loop 🚴🏻

The legendary Ironman WI bike course takes riders through the expansive Wisconsin countryside and right through the heart of Verona. With a mix of rolling climbs, technical descents, and fast flats, it makes for a tough but beautiful ride.

### Scheidegger Forest 🚶🏻🚲

This 80-acre park features a mile-long loop of beautiful trails on well-kept grounds with a lovely pavilion.

### Atkins Bikes

A local shop offering service, rentals, and accessories.



SUGAR RIVER



## The Great Outdoors

Verona and the surrounding Sugar River Valley provide the perfect setting for a weekend of outdoor adventure. Be sure to pair your paddling or hiking with a generous serving of ice cream—after all, this is America’s Dairyland!

### Sugar River Water Trail

#### Kayaking & Canoeing

This serene stretch of river is easily accessible from the Sugar River Valley boat launch on Valley Road in Verona. Paddling south to Paoli typically takes about three hours for most adventurers and leads you to a take-out point where the Hop Garden Brewery and Seven Acre Dairy await at the riverbank.

### Sugar River Outfitters

#### Kayak & Canoe Rentals

Explore the Sugar River with this canoe and kayak equipment rental service. Sugar River Outfitters offers half-day excursions, group trips and more, plus shuttles to launch points. Rentals and more information at [www.sugarriveroutfitterswi.com](http://www.sugarriveroutfitterswi.com).

### Harriet Park

#### Pickleball

Come play the trendiest sport around on four dedicated, fenced courts. Here, oversized paddles meet tiny plastic balls in a battle of wit and agility, creating a spectacle that’s part tennis, part ping pong, and super fun.

### Fireman’s Park

#### Beach, Splashpad, and More

Formerly a limestone quarry, this summer hot spot is a great place to bring your stand up paddleboard. The park also boasts a sandy beach, splash pad, waterslide, diving platform, fishing pier, picnic shelter, park, and basketball court—all the ingredients you need for a fun-filled day in the sun!

### University Ridge

#### 18-Hole Public Golf Course

This course is home to the Badgers’ men’s and women’s golf teams and has hosted the PGA Champions Tour American Family Insurance Championship from 2016-2024. Rolling terrain with deep-set woods, hills, sprawling meadows, and a natural pond and prairie make this a stand-out course in the region.

### Pioneer Pointe

#### 13-Hole Par 3 Public Golf Course

A unique, contemporary golf experience for everyone. With 13 premier par 3 golf holes ranging from 100 to 280-yards, who needs those pesky extra holes anyway?

### Verona Area High School

#### Tennis & Sand Volleyball

Eight spiffy new fenced tennis courts with lights plus two sand volleyball courts make the perfect setting for both heated tennis matches and sandy showdowns.

### Goodman Aquatic Center

#### Community Pool

This six-lane saltwater pool features a zero-depth entry and boasts gorgeous countryside views. Complete with convenient concessions and a shaded pool deck area, it’s the perfect spot for families to spend a summer evening.

### Tyrol Basin

#### 18-Hole Disc Golf Course

Explore the beautiful views and challenge yourself on 40 acres of steep slopes and deep valleys. Here, even a bad day at disc golf beats a good day at work.



GOODMAN AQUATIC CENTER



UNIVERSITY RIDGE



FIREMANS PARK BEACH

### Just down the road...

#### University of Wisconsin Arboretum

(Madison)

Hiking, Biking, Gardens

#### Olbrich Gardens

(Madison)

Hiking, Gardens

#### Stewart Lake County Park

(Mount Horeb)

Fishing, Swimming, Hiking, Canoeing, Kayaking

#### Blue Mound State Park

(Blue Mounds)

Hiking, Biking, Mountain Biking, Swimming, Camping

#### Governor Dodge State Park

(Dodgeville)

Hiking, Biking, Mountain Biking, Swimming, Fishing, Camping, Horseback Riding

# Paddling, Pints, and Swiss Delights

A weekend adventure with Wayward

Take this trip!



End the day at North and South Seafood & Smokehouse for a juicy and delicious dinner!



North & South Smokehouse

DAY 1



Olson Oak Woods State Natural Area

◀ This natural area is great year-round spot to get your legs moving, especially if you've driven in from out of town. We'd recommend the full 2.5 mile loop hike if you have the time!

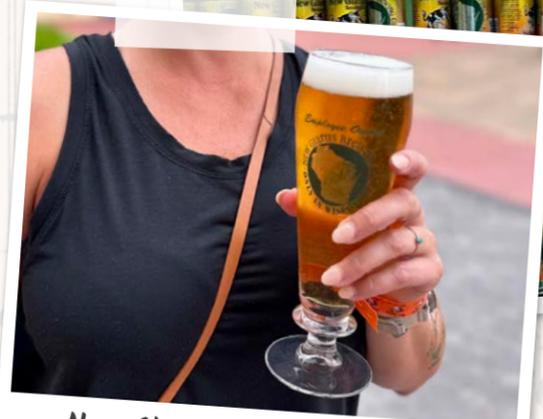


Ice Age Trail



◀ For an afternoon adventure, take a peaceful out-and-back stroll on the Ice Age Trail. The Montrose Segment is well marked and features light hills. The full trail is 1,200 miles, so you can save the rest for another trip!

Relax in the biergarten overlooking downtown New Glarus and the Little Sugar River at this iconic Wisconsin brewery. They also offer free self-guided tours and tastings. Don't forget to pick up some brews to go at their bottle shop!



New Glarus Brewing Company

Disembark to explore the sights and shops of Paoli and relax with a beverage at Hop Garden. You might even catch some live music in their beer garden!



Hop Garden



DAY 2



Paddling Sugar River

◀ This converted 135-year-old cheese factory is now a boutique hotel and restaurant on the banks of the Sugar River. Enjoy a dinner at The Kitchen, then relax and hit the hay at the Hyatt Place Hotel in Verona.



The Kitchen at Seven Acre Dairy

◀ Sugar River Outfitters has everything you need for a paddling day-trip, including shuttles to launch spots. Start at Sugar River Valley Boat Launch for a peaceful 5 mile paddle to Paoli. For a shorter trip, launch from Riverside Road boat launch north of Sugar River Wildlife Area Davidson Unit.

# It's a WHY NOT TRY THEM ALL? *Vibe*



📍 LAKE LOUIE

## Beer, Wine & Cider

Alright. We're not a fan of to-do lists, but some things you just can't miss – like these local spots for a beverage... or two:

### Toot + Kate's Wine Bar

Charming space, excellent wine, and friendly staff. Enjoy 16 wines on tap, along with cheese boards, chocolate, olives, and popcorn—complete with pairing suggestions!

### Lake Louie Brewing

Beautiful sunsets. Live music. And a pint of happiness. Welcome to Lake Louie's tap room. Enjoy beers with friends, family, and fellow free spirits. This location does not serve food, but you can carry in your own! Dogs are welcome. Second rounds are encouraged. And good times are mandatory.

### Hop Haus Brewing Company

Exceptional, inspired, and uniquely hand-crafted beers, created with an equal blend of science and artistry. Gather to enjoy a pint and good conversation.

### Hodge Podge

Local coffee & craft cocktail bar with a focus on sustainability. Fun and creative seasonal cocktail and mocktail menus that feature locally sourced spirits and beer.

### Cahoote's Bar

Local dive. Enough said.

### Just down the road...

**The Mill & Hop Garden**  
(Paoli)

**Grumpy Troll Brewpub**  
(Mount Horeb)

**Brix Cider**  
(Mount Horeb)

**Bailey's Run Winery**  
(New Glarus)

**New Glarus Brewing**  
(New Glarus)

**Botham Winery**  
(Barneveld)

**Wollersheim Winery**  
(Prairie du Sac)

**Capital Brewery**  
(Middleton)

**Hop Haus**  
(Fitchburg)

**Great Dane**  
(Fitchburg and Madison)



📍 TOOT & KATE'S



📍 HODGE PODGE



📍 LAKE LOUIE



📍 HOP HAUS

# Trails & Taprooms

A weekend adventure with Wayward



DAY 1



Epic Systems Campus

◀ This healthcare tech company's quirky campus spans 1,100 acres and allows self-guided tour through its mix of extraterrestrial, magical, and storybook-inspired buildings.

Nothing hits the spot like craft beer and comfort food! Pair a refreshing ale with fried pickles and a warm pretzel for maximum YUM. ▶



Hop Haus Brewing

◀ Stroll around town and browse some cozy local shops for books, crafts, and coffee.



Kismet Books



Sow's Ear Coffee & Yarn

Enjoy a southern-inspired dinner at Stone Porch, with a nightcap at Lake Louie. ▶



Lake Louie Brewing



Stone Porch Ale House



Bailey's Run

Enjoy some sips and snacks at this picturesque vineyard.



New Glarus Woods State Park



◀ Final leg stretching before the drive back home!



Farmers Market at The Mill



◀ Visit the Historic Mill Park for their their Weekend Farmer's Market, or—if you're lucky—maybe even some live music!



Vroom vroom! Take a multi-trail spin with plenty of stops along the way. ▶



Bike Trails

DAY 2



Alice Good Coffee



◀ Start the day off with freshly-brewed Colombian coffee and pastries. Don't forget to check out the 3D mural out back!

# It's a CLEAN PLATE CLUB Vibe



In Verona, the restaurants are as charming as the locals! Whether you're craving comfort food or a classic Wisconsin bite, we've got a plate (or two) with your name on it—just be sure to leave room for dessert!

## COFFEE, BREAKFAST

### Alice Good

#### Breakfast and Lunch

Hip, artsy space (great for working!) with exceptional coffee and a variety of tasty gourmet toasts.

### Grace Coffee

#### Breakfast and Lunch

Large modern and trendy space with amazing pastries and other sweet treats.

### Sow's Ear

#### Breakfast and Lunch

Warm and quirky knitting shop and cafe offering coffee, tea, breakfast, and sandwiches.

### Gus's Diner

#### Breakfast, Lunch, and Dinner

Retro-style diner serving hearty classic American meals amid neon lights and nostalgic decor.

### Riley Tavern

#### Breakfast: Sunday Only

#### Lunch: Friday-Sunday | Dinner: Tuesday-Sunday

Cozy historic tavern on the bike trail with a spacious outdoor garden, legendary pizza, and Sunday breakfast.

### Dairy Cafe at Seven Acre Dairy (Paoli)

Casual counter-service cafe serving breakfast and lunch on weekdays only, as well as locally-roasted coffee, pastries, and ice cream.

## ...AND THEN SOME!

### Icki Sticki

#### Sweet Treats - Limited Food Menu

Cheerful spot with outdoor seating, ice cream, coffee, and a variety of treats for the whole family.

### Hodge Podge

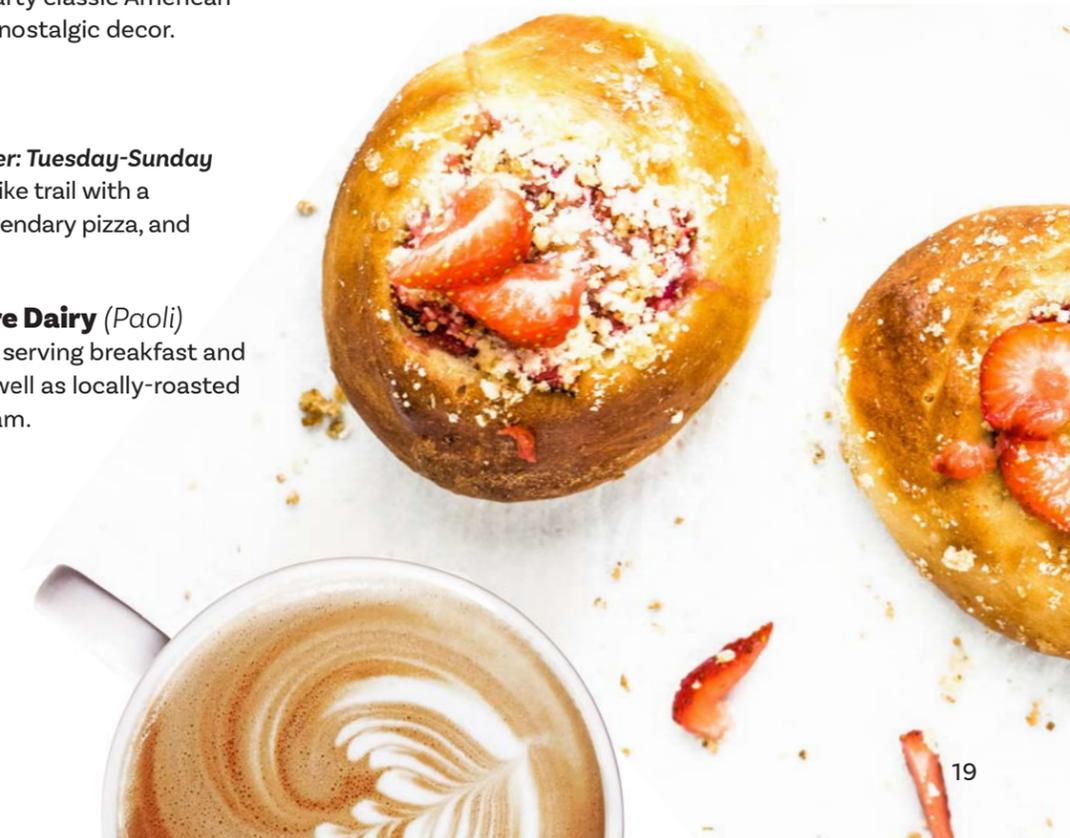
#### Coffee and Cocktails Only

Local coffee and craft cocktail bar featuring fun seasonal coffee flights and a creative cocktail menu.

### BeneBlends

#### Open All Day

Unique and freshly-blended smoothies, smoothie bowls, and fresh-pressed juices.



# Order up!

## DELISH & TRADISH EATS

Crowd pleasing, family-friendly, and cozy comfort foods that hit the spot and taste like home.

### North & South 🐟🍷🍷

A smart, casual dining experience featuring craft cocktails, authentic wood-fired smokehouse items, and excellent seafood.



### Bogey Factory 🍷🍷

Modern, family-friendly sports bar featuring six state-of-the-art golf simulators, great appetizers, and an indoor/outdoor setup perfect for sports enthusiasts and group gatherings.

### Avanti's 🐟🍷

Classic pastas, pizzas, and other Italian eats star at this homey, relaxed venue with a full bar.

### Stone Porch Alehouse 🐟🍷🍷

Neighborhood spot for southern-inspired comfort food to warm the soul.



## TEX-MEX FLAVOR VIBES

When you're craving south-of-the-border flavors with a little more spice... and maybe a margarita!

### Aztec Taqueria 🍷🍷

High-quality traditional Mexican food featuring handmade salsas and tortillas prepared fresh daily.



### Pasqual's 🍷🍷

Dinner Only

Famous tequila bar with bold, vibrant Southwestern dishes and a waterfront patio.

### El Charro 🍷🍷

Vibrant Mexican restaurant serving authentic dishes and 12 flavors of margaritas.



### La Penca 🍷

Highly-rated casual dining spot with delicious traditional Mexican cuisine.

### Taqueria Los Atlantes

Counter-service Mexican restaurant where authentic flavors meet quick, friendly service.

## WISCONSIN CLASSICS

Get your fish fry, Wisconsin old fashioned, and all the other quirky things we love to brag about here.

### The 5th Quarter 🐟🍷🍷

Popular sports bar renowned for its classic fish fry and lively atmosphere to catch the game.



### Dahmen's at Hawk's Landing 🐟🍷🍷

Lively sports bar specializing in classic pub food and gourmet pizzas, offering great patio views and space for large groups.

### Sugar River Pizza 🍷🍷

Bustling, family-friendly spot with imaginative pizza, great lunch specials, and happy hour.



### Draft House 🐟🍷🍷

Family-friendly sports bar with a big menu that's sure to please everyone, plus a wide selection of brews and space for the whole team

### Paddy Mac's 🐟🍷🍷

Quintessential neighborhood stop with pub grub favorites and regular live music.

🐟 FISH FRY

🍷 OUTDOOR SEATING

🍷 BEER/WINE/COCKTAILS

## REGIONAL HIGHLIGHTS

Some of our favorite spots nearby. Take a quick trip down the road that you definitely won't regret!

### Quivey's Grove (Fitchburg) 🐟🍷🍷

Charming, antique-filled American restaurant and bar in a historic former mansion on scenic land.

### Hop Haus (Fitchburg) 🍷🍷

Industrial brewpub offering burgers, sandwiches, and tacos, cocktails, and brewery tours.



### The Kitchen at Seven Acre Dairy (Paoli) 🐟🍷🍷

Cuisine that delights guests with food that's rich in tradition and inspired by the farms and fields of Wisconsin.

### Campo di Bella (Mount Horeb) 🍷🍷

(Fri. and Sat. only, preset menu, reservations required) Twenty-acre Wisconsin farm with a winery, restaurant, and farmstay modeled after European agriturismo family.

### Paoli Schoolhouse (Paoli) 🍷

Upscale American bistro fare and wines in a restored 19th-century schoolhouse.

### Good Co. at Pioneer Pointe (Middleton) 🐟🍷🍷

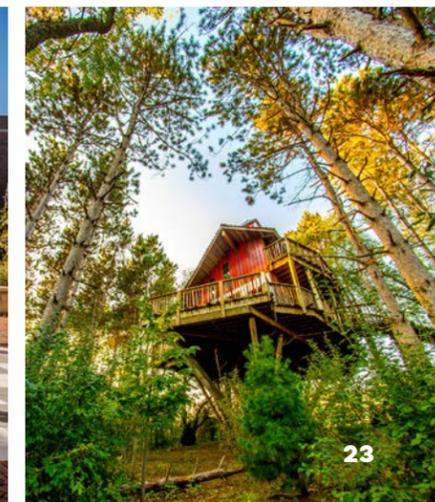
Indoor/outdoor featuring inventive classics, a Friday fish fry & clever bar pours in the spirit of Wisconsin

# It's a NO AGENDA Vibe



## An Adventure of Epic Proportions

This IT company's campus is straight out of a fantasy novel! Offering free self-guided tours, you can get lost in the magic with themed buildings that include nods to The Wizard of Oz, Harry Potter, and more.





**ART EXPEDITION**

Whether you're a connoisseur or practitioner, here are some places to get artsy:

**Crimson Artist Collective**

Ceramic art studio offering classes and workshops.

**Art House 360**

Art studio and co-working space in a historic 1917 schoolhouse.

**Downtown Verona Murals**

Within steps of Main Street, you'll find a growing collection of unique murals to enjoy – and take plenty of pictures in front of! See map on page 4-5 for locations.

**WELLNESS RETREAT**

Ready to rejuvenate, recharge, restore, revive, and relax? However you R&R(&R&R&R...), try out one of these spots:

**Roses & Hope Salon & Medspa**

**Dragonfly Hot Yoga Studio**

**Lavish Nail Lounge**

**The Skin Care Studio Spa**

**Hometown Pilates**

**Allure Nails and Spa**

**RETAIL THERAPY**

On a quest for that special something? Check out these local shops:

**Kismet Books**

Independent book store featuring local artists and a great kids' area.

**The Purple Goose**

Specialty collection of women's clothing and accessories.

**Linen & Clove**

Curated home goods and gifts for those who love to live beautifully.

**Cosa Boutique**

Stylish shop for women's fashion, accessories and gifts.

**Toys of Our Lives**

Vintage toys and modern collectibles from the best years of our lives.

**Ginkgo Tree**

Eclectic shop for unique gifts.

**Tabby & Jack's**

Cute stuff and healthy treats for your furry friends.

**St. Vincent de Paul**

Treasures at bargain prices await at this favorite local thrift store.

*Just down the road...*

**Paoli Road Mercantile**

(Paoli)

**Landmark Creamery**

(Paoli)

**Greenway Station Shops**

(Middleton)

**Hilldale Mall**

(Madison)

CRIMSON ARTIST COLLECTIVE

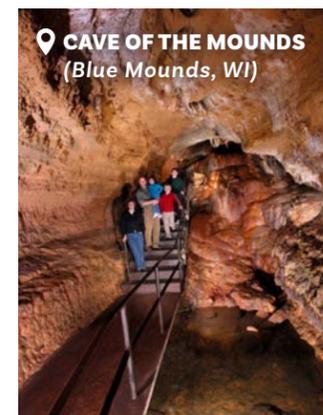
TOOT + KATE'S

KISMET BOOKS



**Meet Our Neighbors!**

From Verona, a 15-minute drive can take you either downtown or out-of-town. Explore all that Madison has to offer, or venture into the Sugar River Valley, where delightful small towns and quirky adventures await around every bend of the rolling country roads.



CAVE OF THE MOUNDS (Blue Mounds, WI)



AMERICAN PLAYERS THEATER (Spring Green, WI)



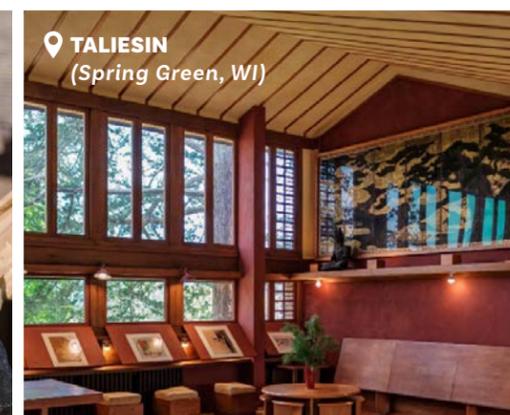
DANE COUNTY FARMERS MARKET (Madison)



DOWNTOWN MADISON



MT. HOREB TROLLWAY (Mount Horeb, WI)



TALIESIN (Spring Green, WI)



MEMORIAL UNION TERRACE (University of Wisconsin, Madison)



HOUSE ON THE ROCK (Spring Green, WI)



COW PARADE (New Glarus, WI)

# Arts & Culture Road Trip

A weekend adventure with Wayward

Take this trip!



DAY 1



Swiss United Church of Christ

Explore the region's Scandinavian heritage and culture in nearby New Glarus with stops at the historic Swiss United Church of Christ in New Glarus, the Chalet of the Golden Fleece, and the Swiss Historical Village.



Chalet of the Golden Fleece



Swiss Historical Village

Delve into the history of the driftless region at the Driftless Historium—from 30,000 years ago to modern-day tourism, commerce, and the resurgence of small-scale sustainable farming.



Driftless Historium



Grumpy Troll Brewpub

End your journey with dinner and a beverage at Grumpy Troll Brewpub. If it's a Friday, you can catch their weekly fish fry. What's more Wisconsin that?!

DAY 4



Open House Imports

Peruse Open House Imports, an expansive store founded in 1966 dedicated to all things Scandinavian, including a wall filled with clogs.

Immerse yourself in the performing arts at the American Players Theatre. Their outdoor theater shows are a truly unique experience!



American Players Theater



Glärner Stube

Try an authentic Rosti (basically a giant cheesy hash brown pancake) with dinner, and choose from tons of New Glarus beers on tap.

DAY 2



Paoli Mercantile

Stop for souvenirs at this quaint shop and studio featuring handmade pottery, jewelry, and art.



Art Walk

Peruse the art trail hike in the woods of the Farley Center, which features installations made from materials that can safely decompose into the land.



Crimson Art Collective

Stop by Crimson Art Collective, offering pottery classes, supplies, and a gift shop.

DAY 3



Taliesin

Pay a visit Taliesin — the home, studio, school, and 800-acre property designed by Frank Lloyd Wright.

# It's a BYO-DOG Vibe



**Lake Louie Brewing** 📍

The more, the merrier! Bring your minivans, dogs, kids, and even your own snacks—everyone's welcome!

## Kids & Furry Kids

Here, the vibe is all about low-key fun and relaxation. Whether you're exploring scenic trails, visiting local parks, or enjoying pet-friendly spaces like the lively Lake Louie Brewing beer garden, families and furry friends alike will find plenty to love in Verona.

**Prairie Moraine Co. Park** 🐾

This 80-acre, off-leash dog exercise area is the largest in the county and a dog-owners dream-come-true. With miles of trails and varied terrain, you can explore for hours with your furry friend.

**Badger Prairie Co. Park** 🐾

Offering an 8-acre dog park, a 1.9-acre small dog park, of-road bike trails, a shelter and access to both the Ice Age and Military Ridge trails, this park has something for everyone.

**Fireman's Park**

Feel all the summer vibes while you soak up the sun at Fireman's Park. The sandy beach, splash pad, waterslide, picnic shelter, fishing pier and basketball court are fun for the whole family.

**Bogey Factory** 🐾 (outdoor patio)

Golf that's pure fun! With 6 state-of-the-art simulator bays, a tasty menu and sports bar with outdoor patio, pros and amateurs alike will have a blast teeing up, whatever the weather.

**Kismet Books**

Adorable independent book store in a historic building featuring the work of local artists and a great kids' area.

**Verona Aquatic Center**

Enjoy open swim, dive-in movies and other family fun events year-round in this beautiful warm water pool.

**Verona Ice Arena**

Pirouette and glide or slip and slide - whatever your style, open skate is always a great time with good laughs.

**Epic**

Bring your walking shoes for an Epic Adventure! The whole family will marvel at the sites as you explore this quirky, cool campus on a self-guided tour.

**Icki Sticki** 🐾 (outdoor patio)

Guaranteed kid-approved stop with a huge selection of ice cream treats, shaved ice, boba tea, shakes and coffee drinks PLUS a dog-friendly patio.

*Just down the road...*

**Ten Pin Alley**  
(Fitchburg)

**Vitense Mini Golf**  
(Madison)

**Madison Children's Museum**  
(Madison)

**AMC Movie Theater**  
(Fitchburg)

**Eugsters Farm**  
(Stoughton)

**Cave of the Mounds**  
(Blue Mounds)

**Henry Vilas Zoo**  
(Madison)

**Wisconsin State Capitol**  
(Madison)



📍 EPIC



📍 ICKI STICKI



📍 FIREMANS PARK SPLASH PAD

# It's a **LAYER UP & LET'S GO** Vibe



## Winter Adventures

Pack your parka, bring your boots, and show off your best flannel! Whether you ski, skate, or stroll down Main Street, you'll feel the magic of wintertime in Wisconsin!

### Badger Prairie Park

**Snowshoeing, Fat Tire Biking**

Bundle up, grab your gear, and tackle the trails! 2.7 miles of mixed-use trails in the center of Verona and at the heart of the Ice Age Trail Junction. Snowman-building also encouraged.

### University Ridge

**XC Skiing**

17 kilometers of groomed trails winding through 560 acres of winter wonderland. Trails are groomed for skate and classical skiing with some trails that are perfect for beginners and others that will test experienced skiers.

### Military Ridge Trail

**Snowshoe, Hiking, Snowmobiling**

The trail is open for walking, bicycling, cross-country skiing, and snowshoeing. Just a heads-up, though: it's not groomed and you may be sharing the path with snowmobiles—think of it as making new friends! Good news for skiers: no trail pass needed. Enjoy!

### Ice Age Trail

**Snowshoeing, Hiking**

Breathe in the crisp winter air with a scenic afternoon hike, or strap on those snowshoes for a peaceful trek through gorgeous meadows, woodlands, oak savannas, and prairies. Hot cocoa to-go highly recommended!

### Verona Ice Arena

**Indoor Ice Skating, Hockey**

This newly expanded facility, boasting both Olympic and NHL-size rinks plus space for events, is the heart of Verona's skating and hockey communities. Swing by for open skate or catch a Dairy Kings game—cowbells not included.

### Century School Park

**Outdoor Ice Skating**

Verona's own Rockefeller Plaza: a temperature-controlled outdoor skating rink adorned with café lights and cozy firepits, giving you all the Hallmark movie vibes.

### Just down the road...

#### Tyrol Basin (Mt. Horeb)

Downhill Skiing, Snowboarding, Tubing

#### Elver Park (Madison)

Sledding, Ice Skating

#### Blue Mound State Park (Blue Mounds)

XC Skiing, Snowshoeing

#### Stewart Lake (Mt. Horeb)

XC Skiing, Snowshoeing, Ice Fishing, Ice Skating

#### Sugar River State Trail (New Glarus)

Snowshoeing, Hiking, XC Skiing

#### Hoesly Pond (New Glarus)

Ice Fishing



TYROL BASIN



UNIVERSITY RIDGE



MILITARY RIDGE



QUARRY RIDGE

# It's a HOMETOWN Kind of Vibe



## Annual Events in Verona

Welcome to your guide to all things area-events in Verona and the Sugar River Valley. Grab your friends – and maybe your matching koozies, too – and let's go!



VERONA HOMETOWN DAYS (June)



CONCERTS IN THE PARK (Summer)



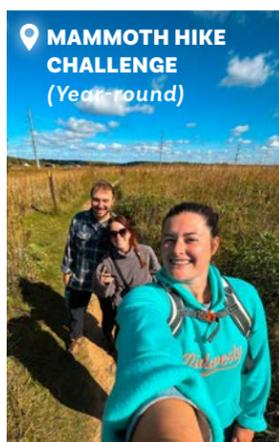
IRONMAN, WI (September)



FARMERS MARKET (Summer-Fall)



WISCONSIN TRITERIUM (June)



MAMMOTH HIKE CHALLENGE (Year-round)



HOMETOWN BREWDOWN (September)



FALL FEST (September)



DAIRY KINGS HOCKEY (Seasonal)



CHRISTKINDL MARKET (December)

AREA EVENTS

AREA EVENTS

WINTER



WINTER CARNIVAL (Madison)



SCANDIHOOVIAN (Mount Horeb)



FROZEN ASSETS FEST (Madison)



CHRISTKINDL MARKET (New Glarus)



ZOO LIGHTS (Madison)

SPRING & SUMMER



BRATFEST (Madison)



MHAAs SPRING ART TOUR (Mount Horeb)



MADISON MALLARDS/NIGHT MARES (Madison)



DANE COUNTY FARMERS MARKET (Madison)



MOUNT HOREB ART FAIR (Mt Horeb)



FORWARD MADISON FC (Madison)



ART FAIR ON THE SQUARE (Madison)

FALL



TASTE OF MADISON (Madison)



WORLD DAIRY EXPO (Madison)



BADGER SPORTS (Madison)



OKTOBERFEST (New Glarus)

# Area Oddities...

**WORLD'S LARGEST FISH**  
HAYWARD • 280MI

**AL JOHNSON'S GOATS ON THE ROOF**  
DOOR COUNTY • 230MI

**THE FROZEN TUNDRA SEAT**  
LAMBEAU FIELD, GREEN BAY • 149MI

**WORLD'S LARGEST 6-PACK**  
LA CROSSE • 126MI

**HOUSE ON THE ROCK**  
SPRING GREEN • 42MI

**THE MUSTARD MUSEUM**  
MIDDLETON • 8MI

**PINKIE THE ELEPHANT**  
DEFOREST • 27MI

**BRONZE FONZ**  
MILWAUKEE • 90MI

**MARS CHEESE CASTLE**  
KENOSHA • 101MI

THANKS FOR VISITING!  
BUT BEFORE YOU GO... HERE ARE  
**10 STEPS TO A**

## Midwest Goodbye

1. The Stand and "Welp"
2. Everybody Gets a Hug
3. The Walk to the Door
4. The Doorway Chat
5. "We Really Should Be Going"
6. The Second Round of Hugs
7. Foot Through the Door
8. The Slow Open Door Conversation
9. The Front Porch Wave
10. The Text From the Car

*Ok. Bye for real now.*