



*What is the*  
**STOUGHTON DOWNTOWN  
MERCHANTS ASSOCIATION?**

**MISSION:** to support and promote downtown merchants through collaboration, advocacy, shared resources, and marketing that creates a vibrant downtown experience.

- OBJECTIVES:**
- celebrate downtown historic beauty;
  - offer a variety of merchant events to create an exciting destination experience;
  - advocate and collaborate with local policymakers and regional merchant associations for the benefit of downtown Stoughton;
  - provide opportunities for active communication and collaboration among downtown merchants;
  - help attract and sustain new downtown and area businesses


**MEMBERSHIP:** working together, members of the downtown merchants association have an opportunity to build a stable and prosperous downtown.

**WHAT IS HAPPENING NOW?** We have applied to the IRS for non profit status, 501(c)6, and look forward to being approved. After formation, it is hopeful that it will bring opportunities to the Stoughton downtown area for shopping, dining and entertainment events for everyone and awareness of how special our downtown is!

**WE CAN'T WAIT! WATCH FOR AN INVITATION SOON FOR A PLANNED "IN PERSON EVENT" TO LEARN MORE ABOUT THE STOUGHTON DOWNTOWN MERCHANTS ASSOCIATION!**

Rack Card Printed as 9 in x 4 in.,  
Shown at 100% of Original Size.

Norwegian Heritage Center




**LIVSREISE™**  
LIFE'S JOURNEY

*Where immigrant stories come alive*



Photo by TKWA

277 W. Main St. Stoughton, WI 53589  
livsreise.org ☎ 608.873.7567 ☎ 




**LIVSREISE™**  
*Where immigrant stories come alive*

**A Norwegian Heritage Center Visit Includes:**

- Interactive storybooks telling personal stories of the immigration experience
- Electronic culture stations with easy-to-navigate touchscreens
- Genealogy lab with access to immigration information
- Build-Your-Journey Map Wall
- Hundreds of immigrant artifacts to include trunks, Hardanger embroidery, rosemaling, and wood carving
- Vintage photo images from 19th century Norway
- Our 68-seat auditorium is hearing loop enabled. We have a large selection of videos relating to immigration history, early Norwegian settlements, Stoughton Norwegian Dancers and more
- Monthly speaker series

**GROUPS are always welcome and given special attention by trained docents.**

**Hours:**  
9:30am - 4:30pm Tuesday-Saturday  
Free Admission  
277 West Main Street 608-873-7567  
We are easy to find in downtown Stoughton  
A large free parking lot is nearby

[www.livsreise.org](http://www.livsreise.org) Follow us: 

Welcome to the Sun Prairie area!

**Thirsty?**

Locally owned, full-service liquor store with everything you need for your visit!



- Beer
- Wine
- Liquor
- Mixers
- Spiked Seltzers
- Kegs
- Wisconsin Lottery



1120 W. Main St., Sun Prairie • (608)318-0595



**CanneryWineAndSpirits.com**

**Hours:** Open 9 am to 9 pm daily! Plus holidays!



### CLOSER CARE PROGRAM

The Legacy at Noel Manor is committed to person centered care for our residents with dementia or high level needs. We understand that their basic human needs of loving care, comfort, respect, security and spirituality are just as important as their medical and physical needs.

Every day is a new chance to participate in activities that are creative, meaningful and geared towards stimulating the senses. The Legacy consists of 32 apartments, each with their own private bathroom. Residents can also enjoy spending time in our common living spaces, dining room and outdoor patio.

### CLOSER CARE SERVICES

- Secured door system
- Personal emergency call system & 24-hour dedicated staff
- Three home cooked meals served restaurant style daily
- Snacks
- Housekeeping service weekly
- Personal laundry service weekly
- All utilities (excluding phone)
- Basic cable TV
- Walk-in showers
- Specialized activity program
- Scheduled transportation
- Beauty salon & barber shop



435 Prairie Oaks Dr. • Verona, WI  
608-729-9001 • NoelManorLiving.com



### INDEPENDENT & ASSISTED LIVING SERVICES & AMENITIES

We are here to make your life easier to enjoy.

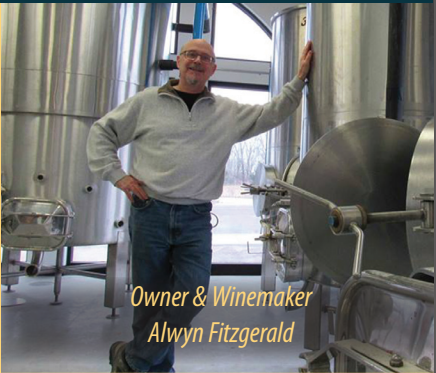
- Home cooked meals served restaurant style daily
- Housekeeping & laundry services
- All utilities (excluding phone)
- Basic cable TV
- Personal emergency call system & 24-hour staff
- Walk-in showers
- Convenient access to shops & social events
- Wellness programs & spiritual services
- Happy Hour with live entertainment
- Private dining room to entertain family & guests
- Beauty salon & barber shop
- Craft activities, card clubs, book clubs & bingo
- Educational programs
- Common areas including library, game room, sun room and lounges
- Movie theater
- Daily transportation and by appointment
- Heated underground parking & storage available
- Small pets welcome



471 Prairie Way Blvd. • Verona, WI  
608-620-6010 • NoelManorLiving.com



Premium wine crafted on-site from locally grown Wisconsin grapes.



Owner & Winemaker  
Alwyn Fitzgerald



Spacious, upscale  
tasting room.



Check our Facebook Page: /fisherkingwinery for special events, music, trivia, Paint Nite, Plant Nite, new wine releases, and much more.



Live music on weekends.

Open Year-round!



Outdoor wine patio

Book your private event!

- Bachelorette parties
- Birthdays
- Business meetings
- Wedding receptions
- Holiday parties



From Dry Reds to Sweet Whites, Fisher King Winery has you covered.

Enjoy an assortment of locally-sourced cheese & sausage platters and gourmet chocolate to accompany your wine. Or order next door for delivery from Sugar River Pizza!



1105 Laser Street, Verona, WI 53593  
608.497.1056  
fisherkingwinery.com



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