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Pepin County

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200 miles
of garage sales

Train rides into the
Tiffany Bottoms

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and pickles!

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La Crosse, Eau Claire, and Winona

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Driftless Region

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MY 2025 PEPIN COUNTY TRAVEL ITINERARY

- ✓ Explore the Laura Ingalls Wilder Museum
- ✓ Visit the Little House Wayside Cabin
- ✓ Drink wine and eat like an Italian at Villa Bellezza Winery
- ✓ Hike to the rim of Maiden Rock Bluff
- ✓ Hop on your motorcycle for the bi-annual Flood Run
- ✓ Enjoy summer Music in the Park in Durand
- ✓ Shop the prettiest Christmas market in Wisconsin at Villa Bellezza Winery
- ✓ Watch the pelicans spiral over Lake Pepin
- ✓ Take an e-bike ride on the Chippewa Trail
- ✓ Rummage through 200 miles of garage sales
- ✓ Try some award winning cheese from Eau Galle Cheese
- ✓ See the Circus Lithograph at Corral Bar
- ✓ Participate in the bi-annual Fresh Art Tour
- ✓ Ride on Lake Pepin's largest ice carousel with Camp Pepin YMCA
- ✓ Celebrate blues music at Blues on the Chippewa
- ✓ Take a sunset cruise on Lake Pepin
- ✓ Have some beer or root beer at the Durand Brewery
- ✓ Try the honey crisp cider at Maiden Rock Cidery
- ✓ Take a train ride into the Tiffany Bottoms
- ✓ Pick lavender at Lavender Bluff Farms
- ✓ Watch the eagles while kayaking the Chippewa River
- ✓ Have a slice of pie at America's #1 Pie Place, Stockholm Pie & General Store
- ✓ Have a beach day at Pepin Public Beach

2025 Pepin County Annual Events

Please like [Visit Pepin County](#) on Facebook, follow [@visitpepincounty](#) on Instagram, or visit www.visitpepincounty.com for updates

FEBRUARY

- 1 Pepin Lions Club Ice Fishing Contest • Pepin
- 15 Winterfest @ Camp Pepin YMCA • Pepin
- 22 Shake off the Snow Craft Sale • Durand

MARCH

- 1 Mini Putt Putt with Pepin County Tavern League • Durand
- 7-9 Festa Della Donna at Villa • Villa Bellezza Pepin
- 17 St. Patrick's Day Parade • Stockholm

APRIL

- 18-20 Fountain Opening Celebration & Italian Family Meal at Villa • Villa Bellezza Pepin
- 24-26 100 Miles of Little Town Thrift Sales • Hwy 10
- 25 Spring Flood Run • Great River Road

MAY

- 1-4 100 Mile Garage Sale • Lake Pepin area
- 10-11 Trillium Festival • Stockholm
- 17 Durand Fire Department Annual Chicken Dinner • Durand
- TBD PepinTime • Pepin

JUNE

- 6-8 Fresh Art Tour • Countywide
- 6-8 Funfest • Durand
- 7 Tour de Pepin • Lake Pepin area
- 14 Arkansaw Creek Park Days • Arkansaw
- 18 Music in the Park / Chris Kroeze • Durand
- 21 Pepin County Dairy Breakfast • Countywide
- TBD Scandihootenanny • Stockholm

JULY

- 4 Independence Day Parade • Stockholm
- 18 Music in the Park / Corey Wise • Durand
- 17-18 Pepin Crazy Days • Pepin
- 19 Stockholm Art Fair • Stockholm
- 23-27 Durand Youth Fishing Contest • Durand
- 31-Aug 2 Blues on the Chippewa • Durand
- 31-Aug 2 Buffalo & Pepin County Fair • Countywide

AUGUST

- 1-3 Mosquito Fest • Arkansaw
- 5 National Night Out • Durand
- 7-10 Flags of Valor • Pepin
- 9 Pepin Day • Pepin
- 20 Music in the Park / Taste of Durand - The Whitesidewalls • Durand

SEPTEMBER

- 13-14 Laura Days • Pepin
- 20 Fall Flood Run • Great River Road
- 20 Tiffany Bottoms Train Ride • Durand

OCTOBER

- 3-5 Fall Fresh Art Tour • Countywide
- 18 Brews on the Chippewa • Durand
- 25 Durand Trunk or Treat • Durand
- 31 Pepin Trunk or Treat • Pepin
- TBD PepinTime • Pepin

NOVEMBER

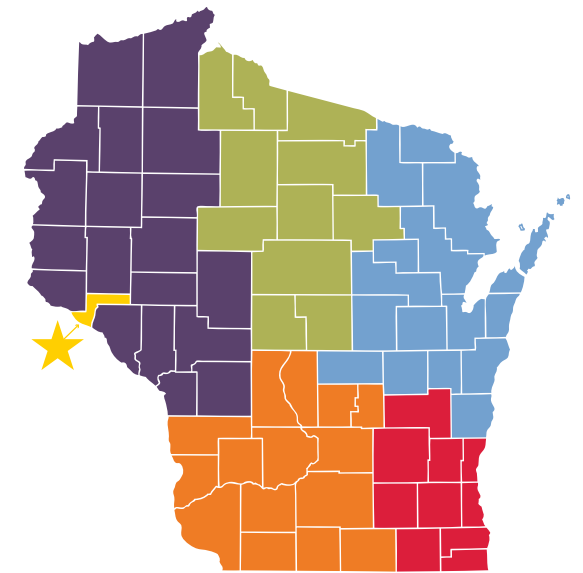
- 8-9 Women's Weekend • Stockholm
- 14 Tree Lighting & Italian Family Holiday Meal at Villa • Villa Bellezza Pepin
- 20 Pepin Nouveau at the Villa • Pepin
- 22 Doe on the Go • Pepin
- 27 Gobble Wobble • Durand
- 29 Durand Dazzle Days • Durand
- Nov-Dec Villa Bellezza Outdoor Christmas Market • Pepin
- Nov-Dec Thankful Grateful: 8 Weeks of Holiday Celebration on the River • West Coast of Wisconsin

DECEMBER

- 6 God Jul: Scandinavian Market • Stockholm
- 13 God Jul: Holiday Market • Stockholm
- 20 God Jul: FIRE of Stockholm • Stockholm
- 20 Holiday Luminary Hike • Arkansaw

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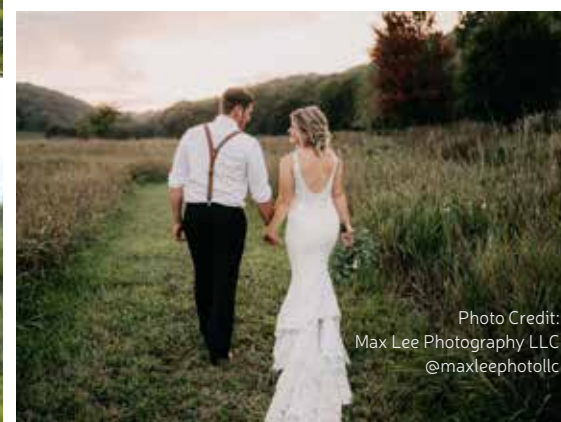
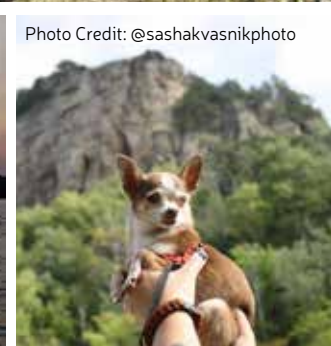
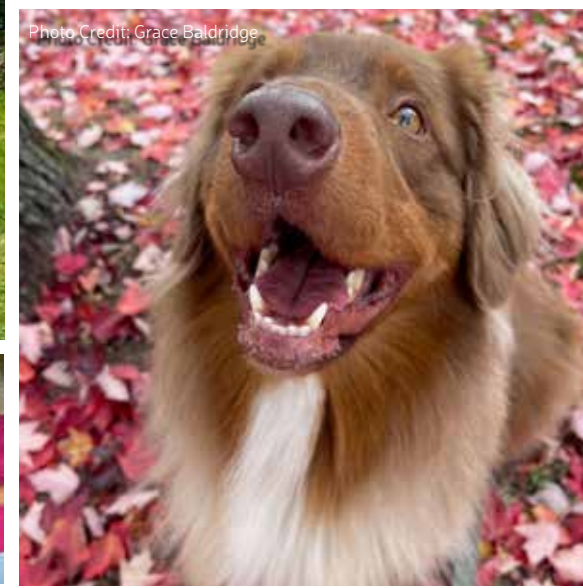


For more events or to find more information, scan this code with your phone's camera to see our online calendar. Or go to www.visitpepincounty.com



COVER ART: In 2024, USA Today's 10 Best Reader's Choice Awards voted Stockholm Pie & General Store the #1 Pie Place in America. Following behind Stockholm were pie shops from Indiana, Oklahoma, Kansas, Texas, New Mexico, California, Washington D.C., and Illinois. So, if you're looking for the best pie in the country, take a drive to Stockholm!

Your #VisitPepinCounty Story



AMERICA'S DAIRYLAND

Ellsworth

THE BIRTHPLACE OF LAURA INGALLS WILDER

Bay City

LARGEST LAKE ON THE MISSISSIPPI

MAIDEN ROCK BLUFF

LAKE PEPIN

GREAT RIVER ROAD

Maiden Rock

Stockholm

Pepin

PEPIN MARINA

TROUT POND

Plum City

Lund

CC

LAURA INGALLS WAYSIDE CABIN

LAURA INGALLS WILDER MUSEUM

HOLDEN CAMPGROUND

Ella

FIVE MILE BLUFF

TIFFANY WILDLIFE AREA

Eau Gallie

Arkansaw

Durand

Train

TRAIN RIDES INTO THE TIFFANY BOTTOMS

ALONG THE MISSISSIPPI FLYWAY

Pepin County

WISCONSIN

Nelson

Wabasha

Menomonie

CHIPPEWA RIVER

NINE MILE STATE NATURAL AREA

BLUES ON THE CHIPPEWA

Rock Falls

Eau Claire

Mondovi

DRIFTLESS REGION

First Nations in Pepin County

We are on Dakota and Ojibwe lands.

HOW MAIDEN ROCK GOT ITS NAME

Maiden Rock Bluff got its name from an oral story passed down for generations about a young and beautiful Dakota maiden, Winona, who was in love with a Dakota man. Sadly, interference from relatives forced her to marry someone else whom she despised. Shortly after her wedding she went missing and the next morning it was discovered that she had thrown herself from the bluff, giving it the name, Maiden Rock Bluff.

DAKOTA AND OJIBWE

The Mississippi and Chippewa River were major highways for both the Dakota and Ojibwe in the region. The Dakota controlled most of the land on the Western side of Wisconsin but Ojibwe, such as the Lac Courte Oreilles would often travel through the area down the Chippewa River to the Mississippi River. Although there were no permanent settlements within Pepin County, according to *History of Buffalo and Pepin Counties*, "The pioneer whites found evidence here of long continued human occupancy. Trails, at places worn several feet deep, followed the highlands bordering the water courses, sometimes scaling the sides and tops of the bluffs, and sometimes dipping into secluded "pockets" favorable for stalking the deer. The absence of trees, except where natural conditions protected them, spoke of springtime burning of the grass by the Indians for countless years. And the presence of the mounds along the Mississippi and Chippewa River terraces spoke of a still earlier occupancy of this region." The Dakota in western Wisconsin and eastern Minnesota were the keepers of the eastern door to the greater Dakota, Lakota, Nakota Nations. Led by Chief Wabashaw, they were semi-nomadic and lived



along the shores of both the Chippewa and Mississippi Rivers. During European settlement, the majority of Dakota were exiled by the U.S. Government to the Great Plains. Only a few families remained in the region. Today, the Dakota have four federally recognized nations within the State of Minnesota. The nearest Dakota tribal nation to Pepin County is the Prairie Island Indian Nation in Red Wing, founded in 1889 when Congress allocated lands to the descendants of these remaining families.

An oral story of a battle on the Chippewa River between the Ojibwe and Dakota has given an island along the river the name "Battle Island." The island is located across from the Five-Mile Bluff SNA and can be access by travel along the Chippewa River.

Amazing Women from Pepin County

Laura Ingalls Wilder—CHILDREN'S AUTHOR

Pepin is famously known as the birthplace of children's writer, Laura Ingalls Wilder. Laura was born seven miles north of Pepin in a small cabin on February 7th, 1867. Her parents were Caroline Quiner and Charles Ingalls. Laura, her sister Mary, and parents lived in Pepin for two years after Laura was born before they moved to Kansas. The family lived in Kansas for a short period of time before moving back to Wisconsin when Laura was five years old. Laura learned many homesteading skills during her time in Wisconsin which inspired her as an adult to write her first book Little House in the Big Woods. Laura went on to write a Little House series which included Little House on the Prairie and On the Banks of Plum Creek. The birthplace of Laura is honored with a replica cabin which is open year-round for self-guided tours. The Laura Ingalls Wilder Memorial Society preserves this cabin and is responsible for the ongoing operation of the Laura Ingalls Wilder Museum. Every year, Laura and her many homesteading skills are celebrated with the Laura Ingalls Wilder Days held annually in September. You can also visit the Little Plum Place, the only remaining restored and preserved one room schoolhouse that showcases what life was like for Laura during her schooldays in Wisconsin.



HELEN PARKHURST—EDUCATOR AND AUTHOR

Helen is known for her creation of the Dalton Plan and founding of the Dalton School which is very closely related to the popular Montessori Schools. Helen was born in Durand in 1886 and graduated from Wisconsin State Teachers College at River Falls in 1907. After graduation she studied at the Universities of Rome and Munich and alongside Maria Montessori. She was awarded her M.A. in 1943 from Yale University. Helen taught in Wisconsin and Washington before taking over as director of all Montessori Schools in the United States. Although Montessori and Dalton are very similar, there are differences.



Montessori—"Help me to do it myself"

Dalton—"Learn to take responsibility of your own learning"

Helen wrote several books and had her own educational program on ABC Radio Network. She has been named one of the 100 Educators of All Time and was decorated by the Queen of Italy, Empress of Japan, Queen of the Netherlands and was greatly admired by Eleanor Roosevelt. Today, Helen's legacy continues with schools in the Netherlands, England, Australia, Japan, and others adopting the Dalton Plan as well as a dedicated lecture hall at UW-Steven's Point. You can learn more about Helen at the Pepin County Courthouse Museum.

ELIZABETH CLARKE HARDY—POET

Elizabeth Clarke Hardy was born in New York in 1849, but moved to Wisconsin when she was 17. She took a teaching job and was married in Pepin County where she and her husband farmed in the Town of Lima. Elizabeth and her husband proudly practiced progressive farming techniques that were written about by journalists in state magazines and welcomed visitors to their farm. Although she was known locally and at a state level for her agricultural practices, Elizabeth was known nationally for her poems. Elizabeth wrote poems her entire life, but it wasn't until her 70s and after the loss of her husband that she wrote a poem called "The Loney Voyage" also called "The Unknown Shore." This poem was popular at funeral services and was read at memorial services for both President Harding in 1923 and President Woodrow Wilson in 1924.

Museums in Pepin County

PEPIN COUNTY HERITAGE CENTER

The Pepin County Heritage Center is in the old Pepin County courthouse which served residents from 1874-1985. It is the last remaining wood-framed courthouse in Wisconsin and is one of only two existing Greek Revival style courthouses in the state. The adjacent Pepin County Jail was used until 1984 and still displays its rare, iron latticework. For more information, go to pepincountyheritagecenter.com.

LAURA INGALLS WILDER MUSEUM & WAYSIDE CABIN

The Laura Ingalls Wilder Memorial Society was organized in 1974 and through the help of local business owners and the landowner, the society was able to acquire three acres of the land at the original site of Laura's birth. The museum is in downtown Pepin, but to visit the wayside cabin, you will need to take County Road CC about 7 miles, roughly a 10-minute drive from Pepin. The museum is open seasonally from May-October, but the wayside cabin is open 24/7/365 for self-guided tours. Be aware that the driveway is not plowed in the winter.

PEPIN DEPOT MUSEUM

The Pepin Depot Museum is a restored railroad depot located in Laura Ingalls Wilder Park across from the Homemade Café in Pepin. The museum is no longer open to the public but can still be enjoyed from the outside.

STOCKHOLM INSTITUTE

The Stockholm Institute, also known as the Stockholm Museum, is run by a volunteer organization dedicated to preserving materials relating to the history of Stockholm, WI. Guests can research area history and family lineage using histories provided by area families, and enjoy the Gärdesgård, or traditional Swedish pole fence, common throughout Scandinavia. The museum is open early May through the God Jul Stockholm Christmas in early December.

Art and Music Events

FRESH ART TOUR: JUNE & OCTOBER

The Fresh Art Tour is a semiannual event held the first full weekend of both June and October; this self guided tour will take you through Pepin, Buffalo, and Pierce Counties. Enjoy the beautiful artwork of over two dozen local artists who participate in these events and consider purchasing artwork to take home with you.

FUNFEST: JUNE

Funfest is a staple Durand community event and has been around since 1964. This event is filled with all your favorite carnival activities such as rides, live music events, car shows, bean bag tournaments, a parade, children's train ride, a 5K Fun Run, and so much more. There is always a plethora of things to do at Funfest!

SCANDIHOOTENANNY: JUNE

Hang out at Liberty Tree Farm with the Scandihoo crew celebrating MidSommar with fun, friendship, and lots of dancing. You'll find a Scandinavian food truck, music, and Scandinavian enthusiasts celebrating their roots. All are welcome at this event!

MUSIC IN THE PARK SUMMER SERIES: JUNE, JULY, AUGUST

Celebrating 100 years of the historical band shell!

Sponsored by the Durand Improvement Group and local businesses, the Music in the Park Summer Series is held the third Wednesday of the month throughout the summer at the Memorial Park in Durand. Bring your family, friends, and lawn chairs to enjoy an evening of lovely tunes.



213 West Main Street • Durand, WI 54736
715-672-5202 • heikeinc@nelson-tel.net
www.heikepharmacy.com

STOCKHOLM ART FAIR: JULY

The Stockholm Art fair has been bringing together artists to display their unique styles of art for over 50 years! This event boasts over 90 vendors making it one of the largest events in Pepin County. You can also expect food trucks, great music, and free parking with a continuous shuttle to the main event area. Stockholm Art Fair is held at the Stockholm Village Park the 3rd Saturday in July.

BLUES ON THE CHIPPEWA: AUGUST

This free music festival brings musicians and music lovers together from across the country the first weekend in August. The organizers seek to promote positive change through the power of music and showcase the region's wealth of musical artists. The blues are the root of all American music and have a deep cultural history. Experience this abundantly talented event at the Veteran's Park in Durand.

LAURA DAYS: SEPTEMBER

One of our most popular events! Laura Days is held every year on the second weekend of September. Visitors will get to experience traditional craft demonstrations, see volunteers dressed up in clothing from that time period, participate in a pie eating contest, try their hand at throwing a tomahawk, and so much more!

BREWS ON THE CHIPPEWA: OCTOBER

A new event as of 2024! Bluegrass bands, food vendors, and local breweries came together to start this event right on the banks of the Chippewa River. Admission is free for all ages, but those that are 21 and older can sample beer flights with the purchase of tickets or wristbands."



Photo Credit: Teddy Snider Photography



Photo Credit: Teddy Snider Photography

ART GALLERIES & SHOPS:

- Smith Brothers Landing
- T + C Latané
- BNOX Jewelry Studio
- Indigo Swan
- Art Orchard
- Iris & Oak
- Rustic Road Gallery

For additional information about artists, galleries, and art related events please explore our website: www.visitpepincounty.com



Durand Brewing Company



Laura Ingalls Wilder Museum



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Tropical Sno Hawaiian Shaved Ice

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Fri 10am-4pm
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ART ORCHARD

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kendragebbia@gmail.com

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Pepin's
Rusty Peddler



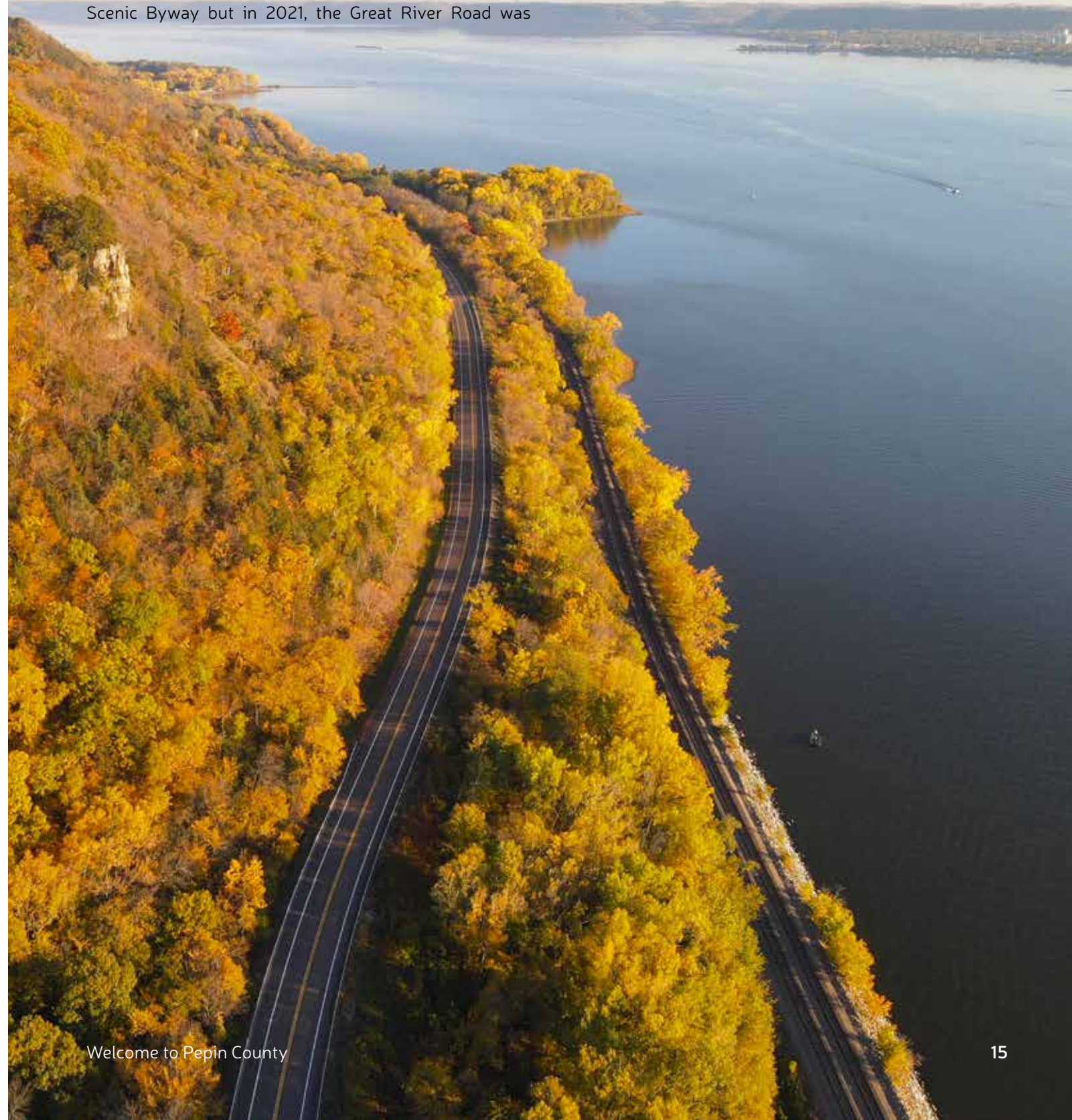
locally made • unique gifts
vintage finds

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bookswithsusan@gmail.com • 715-441-0560

Wisconsin Great River Road

The Great River Road runs 3,000 miles following the winding Mississippi River through ten states. Within those ten states is the Wisconsin Great River Road consisting of 250 miles on Wisconsin State Highway 35. The Great River Road has long been known as a National Scenic Byway but in 2021, the Great River Road was

given the honor by the US Department of Transportation to be named an All-American Road. The United States has 184 National Scenic Byways designated, and only 37 All-American roads. The Wisconsin Great River Road is Wisconsin's only All-American Road.



From the powerhouse of your heart, to the miraculous computer of your mind - you are incredibly made. That's why AdventHealth believes that health care is about more than just medicine. It's about nurturing your body, mind and spirit, to help you feel whole.

AdventHealth
Durand

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Durand, Wisconsin 54736
www.adventhealthdurand.com

www.visitpepincounty.com

Welcome to Pepin County

Other Events

WINTERFEST: FEBRUARY

Have you ever ridden on an ice carousel? Well now's your chance to ride on Lake Pepin's largest! This event is packed with winter family fun events at the Camp Pepin YMCA in February such as snowshoeing, luminary trails, broomball, ice skating, fishing, sledding, arts and crafts, and much more.



Photo Credit: Winterfest, Camp Pepin YMCA

FLOOD RUN: APRIL & SEPTEMBER

One of the oldest and largest motorcycle runs in America, this run dedicates 100% of its fundraising to Gillette Children's Hospital. You can ride along both Wisconsin Highway 35 and Minnesota Highway 61 starting near Hastings/Prescott down to Winona/Trempealeau. Join the run for a spring or fall ride and earn your gold star for completing the route!

100 MILES OF THRIFT SALES (HWY 10): APRIL & SEPTEMBER

Get your friends and family together for thrift sales in 10 towns along Highway 10 including Ellsworth, Plum City, Arkansaw, Durand, Mondovi, Eleva, Strum, Osseo, Fairchild, and Neillsville. This three day event is hosted at the end of April and mid-September. You can order a map from their Facebook page.

TRILLIUM FESTIVAL: MAY

Hosted at Rustic Road Gallery, between Stockholm and Maiden Rock, over Mother's Day weekend. This event is centered around trilliums and the promotion of native plants to help the pollinators. Talk to Wisconsin



Photo Credit: Glen Miller

Master Naturalists, purchase native plants, and take a walk through the millions of trilliums as they bloom in the valleys of the driftless.

100 MILES OF GARAGE SALES (LAKE PEPIN): MAY & SEPTEMBER

Another amazing thrift shopping opportunity in our area! This event runs along both the Wisconsin and Minnesota sides of Lake Pepin in May and September. The Minnesota side runs from Winona to Red Wing and Wisconsin from Fountain City to Prescott. There is no official map, but it's easy to find the sales with signs, balloons, and ribbons painting the sides of the road!

TOUR DE PEPIN: JUNE

Hosted by Lake City in June, this event runs along the shores of Lake Pepin on the Wisconsin and Minnesota side, making it one of the most beautiful and unique bicycle rides. Shuttle boats will be available at riders convenience. Choose your miles between 32, 40, 50, 72, or a century ride.

PEPIN COUNTY DAIRY BREAKFAST: JUNE

Long standing tradition of breakfast on the farm serving pancakes, Pepin County sourced maple syrup, sausage, cheese, pudding, ice cream, juice, and milk. This event is held every June for National Dairy Month. There will be a variety of activities and games for the kids and a farm tour.

ARKANSAW CREEK PARK DAY: JUNE

Usually held over Father's Day weekend, this event has something for everyone at any age. Most famously known for the rubber duck race down Arkansaw Creek, there will also be a parade, tractor pull, food truck, beer tent, live music, and more!

BUFFALO & PEPIN COUNTY FAIR: AUGUST

Held the first weekend in August, the Buffalo and Pepin County Fair has everything you could be looking for in a typical county fair. Demo derbies, carnival rides, tractor and horse pulls, live music, and exhibit barns fill the weekend.

WOMEN'S WEEKEND: NOVEMBER

Explore Pepin, Nelson, and Stockholm businesses as they open their doors with deals you won't want to miss. Grab your girlfriends and spend the day shopping and dining at your favorite places on the West Coast of Wisconsin.

PEPIN NOUVEAU: NOVEMBER

On the third Thursday of November, Villa Bellezza will release the first wine of the season, their Pepin Nouveau. Join them for complimentary food and the first taste! You can try Pepin Nouveau through the following weekend, and stock up for the upcoming holiday season.

DURAND DAZZLE DAYS: NOVEMBER

Bring your family to Durand Dazzle Days to shop the HoHoHo Craft Show with two gymnasiums full of vendors. Kids can participate in Kidpalooza held at Durand City Hall where they can meet Santa and his reindeer, decorate cookies, make ornaments, or take a horse drawn carriage ride through town. At the end of the day there is a parade down main street you won't want to miss!

For additional information about events, visit our website www.visitpepincounty.com

EUROPEAN CHRISTMAS MARKET: NOVEMBER & DECEMBER

Voted Wisconsin's Prettiest Christmas Market

Experience the tradition of a European Outdoor Christmas Market on the Great River Road. Every November and December, Villa Bellezza transforms their piazza into a beautiful winter market filled with vendors selling unique merchandise you won't find anywhere else. Be sure to get your picture with Santa or an alpaca before you go!

STOCKHOLM HOLIDAY MARKETS: DECEMBER

Lasting for 8 weeks along the West Coast of Wisconsin, this event kicks off the first weekend of November and lasts until the weekend before Christmas. Every week has a new theme and businesses will host sales or events at their stores for shoppers such as ornament making, horse drawn wagon rides, artist meet and greets, and so much more!



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www.durandbrewingcompany.com
Facebook: Durand Brewing Company

Durand

On the Banks of the Chippewa

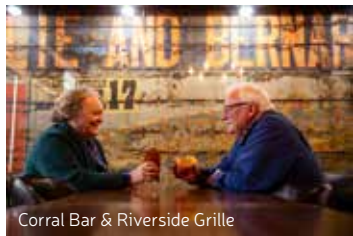
Durand is your small-town charm community nestled between the banks of the Chippewa River and rolling hills of the Chippewa Valley. In downtown Durand, a must visit is the 1885 Great Anglo-American Circus lithograph inside the Corral Bar & Riverside Grill. The lithograph stretches 55 feet wide and stands 9 feet tall. Meant to dissolve within only a few short weeks, this circus poster miraculously survived through the years and is in excellent shape for us to enjoy today. Adjacent to the downtown area, you can find Wisconsin's last remaining wood-framed courthouse which has been converted into the Pepin County Heritage Center with a goal to preserve and exhibit Pepin County's history.

Durand hosts many musical events throughout the year, but the most popular and well known is the Blues on the Chippewa. Blues artists from around the nation gather to raise money for local non-profits at this free event. Bring your own lawn chair and book your lodging or campsite early because you won't want to miss this outstanding event!

Residents of Durand enjoy a small town, rural lifestyle, within driving distance of urban amenities. With direct access to the Chippewa River, many residents enjoy water activities such as boating, fishing, kayaking, lazy river tubing, and sandbar camping. Friendly downtown businesses, community events, great schools, and direct access to healthcare makes Durand an excellent place to live and visit.



Funfest



Corral Bar & Riverside Grille



Photo Credit: Bike E-Bike Plus

Photo Credit: Bike E-Bike Plus



Businesses and things to do in Durand:

Dining:

- Alex's Pizza
- Bearfish Brew
- Cell Block Lounge
- Corral Bar & Riverside Grill
- Dairy Queen
- Kingfisher
- McDonalds
- Panther Drive-In
- Perkz Café
- Roostertail Bar & Grill
- Subway
- Rolling Greens Golf Course

Outings:

- Canoe & Kayak Rentals from Corral Bar & Grill
- Chippewa River State Trail
- Old Pepin County Courthouse Museum
- Rolling Greens Golf Course
- Tarrant Park

Shopping:

- Durand Smokehouse
- Heike Pharmacy
- Maloney's Baloney
- River & Grace
- Ryan's Sport Shop
- St. Vincent de Paul's Thrift Shop
- Stargazers Variety, Antique, and Consignment
- Sunny Skies CBD
- The Cottage: Flowers, Home Décor & More



Chris Kroeze, Music in the Park



Photo Credit: Blues on the Chippewa, Teddy Snider Photography



Photo Credit: Blues on the Chippewa, Teddy Snider Photography



Photo Credit: Blues on the Chippewa, Teddy Snider Photography



Photo Credit: Blues on the Chippewa, Teddy Snider Photography



Blues on the Chippewa



Photo Credit: Funfest, John Fenter

Join us in
Durand, Wisconsin
for one of our exciting
summer events!

Music in the Park



Welcome to Pepin County

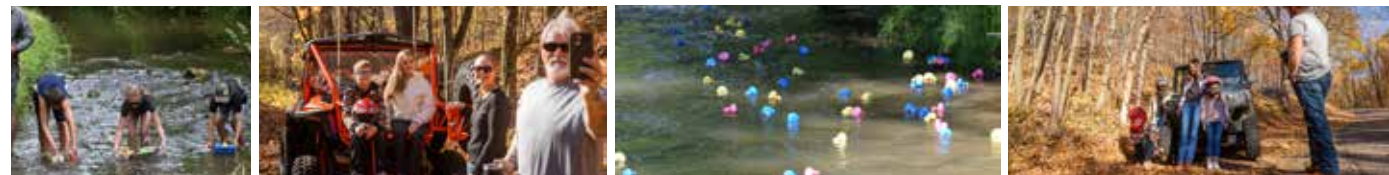
Arkansaw

Home of the Rubber Duck Race

Arkansaw is considered unincorporated but there are endless outdoor recreation opportunities in the area. Arkansaw Creek Park Days is the largest event of the year in this small town, bringing locals and visitors together for music, kids activities, a parade, and more. This event is famous for its rubber duck race down Arkansaw Creek!

In the downtown area you will find Ree Pete Sake's and The Rec Hall; both bars offer great food and will sometimes host rockin' local bands! If you're looking to take a country drive, Twisted Sisters Saloon is your biker/atv/utv destination.

Around Arkansaw, you'll find numerous outdoor recreation locations. Pepin County's Holden Park is just two miles south of Arkansaw with a campground on the shores of Silver Birch Lake and over a mile of hiking trails within the 80 acres. South of Holden Park is Dead Lake, a popular fishing spot for locals.



HOLDEN PARK & CAMPGROUND UPDATES!

NEW!



- FLUSH TOILETS
- SHOWERS
- DRINKING WATER
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- VIEW OF SILVER BIRCH LAKE
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*CLOSED APRIL 2025 TO FINISH CONSTRUCTION

N5362 COUNTY ROAD N, ARKANSAW, WI

QUESTIONS? CALL 715-672-7242 X 146



Businesses and things to do in Durand:

Dining:
Ree Pete Sake's
The Rec Hall
Twisted Sisters Saloon

Shopping:
Scrap-A-Latte
Sam's Produce

Outings:
Arkansaw Creek Park
Dead Lake
Holden Park
Pepin County



Pepin County Tavern League

ARKANSAW

- Rec Hall
- Ree Pete's Bar & Grill
- Twisted Sisters Saloon

MONDOVI

- Hide-A-While Bar
- Ron & Angie's Northside Bar & Grill

NELSON

- Twin Bluff Bar
- Werner's Top Hat Bar

DURAND

- Bodhi's Saloon
- Cell Block
- Club TEN Lounge Games and Lanes
- Corral Bar & Riverside Grill
- Durand Brewing Company
- Rooster Tail Bar and Grill
- Spot Bar
- Rolling Greens Golf Course

PEPIN

- Captain's Legacy Bar & Grill
- The Pickle Factory
- Rivertime Wine-Bier
- Third Base

EAU GALLE

- Eau Galle Saloon

PLUM CITY

- Exile
- Haglund's Corner Bar

The Mini Putt Putt event in downtown Durand is always the 1st weekend in March



CORRAL BAR & RIVERSIDE GRILL

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Under new ownership in August 2023, third generation family owned.

When the owners of the Corral Bar and Riverside Grill were expanding their dining area in 2015, they discovered an original lithograph poster advertising the Great Anglo-American Circus coming to Durand on August 17, 1885. Upon this discovery, efforts were taken to research and preserve the lithograph so that this piece of history can be enjoyed for years to come!

The 9 foot high by 55 foot long lithograph is believed to be the only remaining circus advertisement billboard for the Great Anglo American Circus, featured in the Smithsonian and the Atlas Obscura. Across the top of the lithograph, one will notice the major attraction of the event, featuring Miles Orton and little Allie and Bernard forming a human tower and balancing on top of a bareback horse running at full speed. As one would expect, this was a sight to be seen and attracted large crowds. We hope you will stop in Durand for a bite to eat, a drink, and to admire this unique piece of local, state, and regional history.

The room where the mural was discovered has been named the Orton Room in honor of Miles Orton, the owner of the Great Anglo-American

Circus. The space featuring the lithograph can accommodate 80 to 100 people and is available for special events such as anniversaries, birthdays, class reunions, retirements or other parties. Events can be scheduled by calling (715) 672-8874, ask for Amy, Russ, or Hunter.. For your convenience, the Orton Room is set up with a 5 foot by 10 foot screen and projector as well as Chrome Cast and Apple TV.

- ✔ To those of you visiting our area, we would like to welcome you to come to historic Durand and stop in for a real taste of Wisconsin and/or a refreshing beverage. Take a view of this unique and fascinating piece of history (poster)

We recommend calling ahead if you would like to stop in and marvel at the lithograph as the room will not be available when occupied or being prepared for private parties. If interested in hearing the history concerning the circus poster, call Ron at (715) 495-9835 to schedule a time.

318 West Main Street, Durand, Wisconsin • (715) 672-8874

riverside23@gmail.com • www.corralbarandriversidegrill.com




Pepin

Birthplace of Laura Ingalls Wilder

Pepin is situated on the banks of Lake Pepin, the largest lake on the Mississippi River, and is the birthplace of Laura Ingalls Wilder, the famous children's author. Her book "Little House in the Big Woods" was based on her experiences while living in rural Wisconsin. Pepin quickly grew after its first settler in 1844 and was a stopping point for loggers on both the Mississippi and Chippewa River. Pepin's landscape is described as romantic, with the majestic rolling bluffs overlooking the stunning Lake Pepin. Pepin is easily accessible along the Great River Road and offers everything from a family fun getaway to a romantic weekend with your significant other.

You can enjoy activities on Lake Pepin all year round, but the lake comes to life in the summer. Bring your boat or book a pontoon cruise and enjoy a day on the lake swimming, skiing, fishing, or simply watching the sunset. On shore you can find local bands playing, friends sharing delicious drinks and food, and families building memories along Lake Pepin's beaches. Perfect for your next vacation!

Every year, the Laura Ingalls Wilder Museum hosts the Laura Days village event. This event allows visitors to experience life as pioneers. Demonstrators will show you how to make traditional household items, play songs on their fiddle around the campfire, and give demonstrations on woodworking, sewing, spinning, and cooking. Another popular annual event is the Villa Bellezza Christmas Market named Wisconsin's Prettiest Christmas Market. You can sip mulled wine while you browse the shops, or get your picture taken with an alpaca!

 Villa Bellezza has 22 EV charging stations for guests!

Pepin Pickle Factory



Businesses and things to do in Pepin:

Dining:

- Captain's Legacy Bar & Grill
- Harbor View Café
- Homemade Café
- il Forno Ristorante at Villa Bellezza
- The Pickle Factory
- Third Base Bar

Outings:

- Eagle's Cliff Fishing Guide Service
- Five Mile Bluff State Natural Area
- Laura Ingalls Wilder Museum & Wayside Cabin
- Laura Ingalls Wilder Park
- Pepin Public Beach & Marina
- Villa Bellezza Winery
- Cruise Pepin

Shopping:

- BNOX Jewelry Studio
- Harbor Hill General Store
- Moselle Retail
- Pepin Country Stop
- Rusty Peddler
- Smith Brothers Landing
- T+C Latané
- Tin Roof Boutique
- Triple J's Western Shop



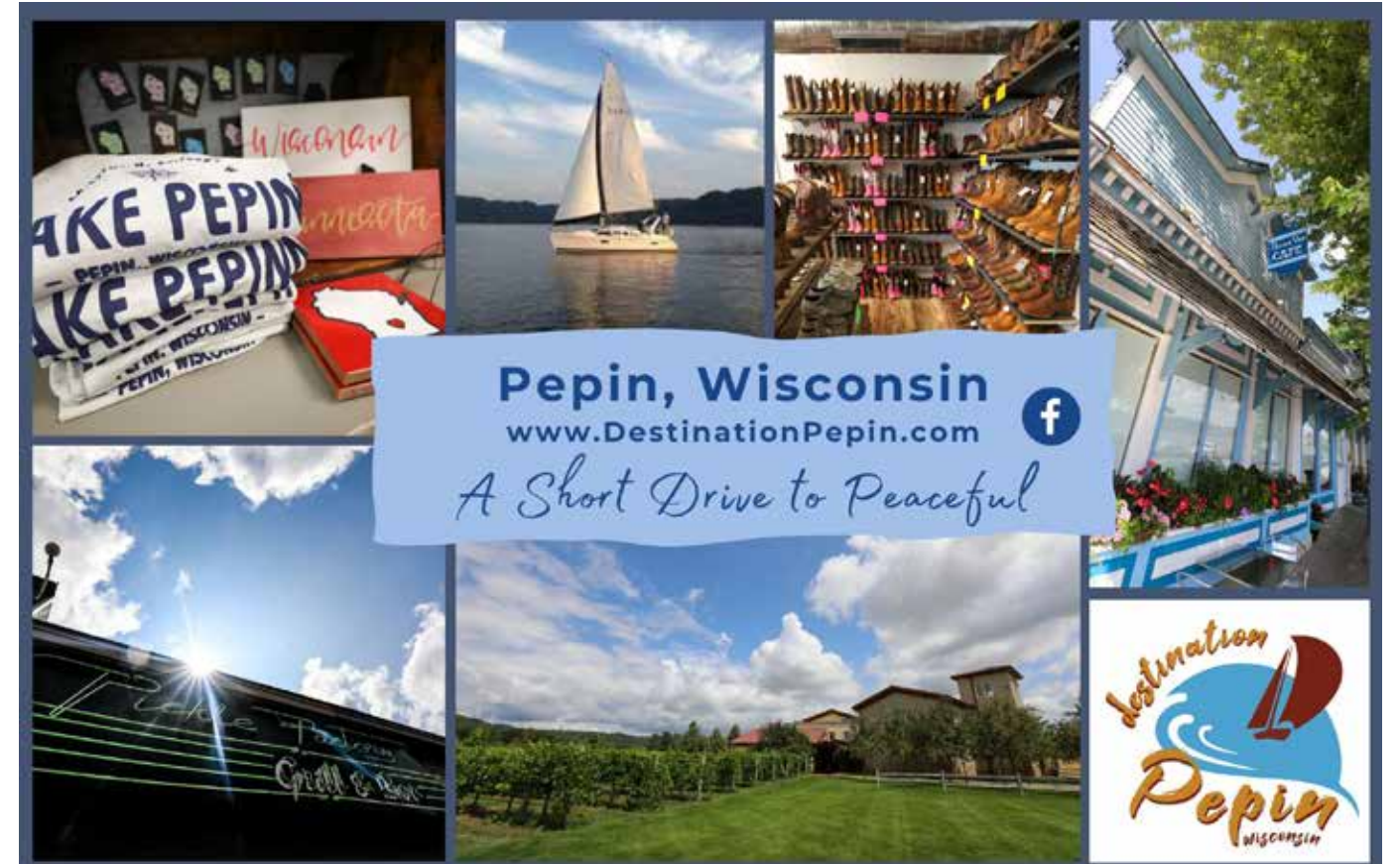
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205 1st Street, Pepin, WI 54759 • 715-442-4400

pepinpicklefactory.com



Stockholm

Small Village, Big Heart

Stockholm was settled in 1851 by Swedish immigrant, Erik Petterson. Most of the settlers in Stockholm following Erik were of Swedish origin and it was estimated that 90% of those living in Stockholm before the 1900's were Swedish. Today, Stockholm continues to honor that culture with many of the businesses taking on a Scandinavian aesthetic and hosting events that encompass Scandinavian traditions, such as their Christmas celebration, God Jul.

Stockholm is the ultimate unique shopping experience; you'll find everything you didn't know you needed from gourmet French cheese to a Vikings axe pizza cutter. Not only does Stockholm offer unique shopping, but it is also one of America's coziest towns. In 2024, Travel + Leisure magazine ranked Stockholm as the "Coziest Place in the U.S." based on Stockholm's cozy town index score that took into account temperature, snowfall, cafes, bakeries, crafts, and bookshops. Less than 80 people live in this village, but it is home to a welcoming and cozy community full of artists, craftsmen, and musicians.

A must visit is the world-famous Stockholm Pie & General Store. In 2024, a national poll with USA Today voted Stockholm Pie the #1 Pie Place in America! Stop in for a slice or sign up for one of their special pie flight events where you and your friends can try new or special menu pie slices and vote for your favorite.

Businesses and things to do in Stockholm:

Dining:

Stockholm Pie & General Store
Humble Moon Folkstead & Saloon
Hop Dish & Vine
The Palate

Outings:

Maiden Rock Winery & Cidery
Stockholm Institute
Stockholm Village Park
YMCA Camp Pepin
Allaire House Coffee
Little Lark Bakery

Shopping:

Art Orchard
Felt Good
Hugga Bugga
Humble Moon Saloon & Mercantile
Indigo Swan
Iris & Oak
Scandihoo
Stockholm Gardens
The Palate
Lavender Bluff Farm
Stockholm Pie Mercantile



Stockholm Campground

www.visitpepincounty.com

Laura Ingalls Wilder Museum

306 Third Street, Pepin, Wi

2025 Season: May 1 through October 31

Her Story Begins Here

Open 7 Days per Week including Memorial Day, July 4th & Labor Day

Museum & Gift Shop
Hours: 10 am-5 pm Daily

Visit Laura's Birthsite: N3238 Co. Road CC, Pepin, WI
www.LauraIngallsPepin.com

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Welcome to Pepin County

Dining in Pepin County

ARKANSAW AREA

Ree Pete's Bar & Grill

N6210 Cty Rd N • Arkansaw • 715-285-5003

The Rec Hall

N6219 Cty Rd N • Arkansaw • 715-285-5459

Twisted Sisters Saloon

N3413 Cty Rd D • Arkansaw • 715-647-2061

DURAND AREA

Alex's Pizza

119 W. Main St. • Durand • 715-672-4303

Bodhi's Saloon

209 W Main St • Durand • 715-672-5991

Cell Block

200 W Main St. • Durand • 715-672-8580

Club TEN Lounge Games and Lanes

W4570 US HWY 10 • Durand • 715-672-5681

Corral Bar & Riverside Grill

318 W Main St. • Durand • 715-672-8874
corralbarandriversidegrill.com

This local hotspot will make you feel at home with their delicious family style meals. Choose to dine inside and ponder "The Great Anglo-American Billboard" from 1885 or take your meal on their deck overlooking the Chippewa River. Corral also offers a traditional Wisconsin Friday Fish Fry that is hard to beat!

Dairy Queen

1101 E Prospect St. • Durand • 715-672-8013



Durand Brewing Company

N6649 State Highway 25 • Durand • 715-283-4040
durandbrewingcompany.com

Durand Brewing Company is Pepin County's only microbrewery. Bring your family, friends, and even your dog! Enjoy a freshly brewed beer or soda while playing one of the many games they provide or snack on some pizza, pretzels, and popcorn while you listen to one of the local bands they host.

Durand Fresh Market

520 W Main St. • Durand • 715-672-5971

Hide-A-While Bar

W1505 Albany D • Mondovi • 715-875-4541

Kingfisher

214 W Main St. • Durand • 715-672-3211

KwikTrip

1101 Hardy St. • Durand • 715-752-8491

McDonald's

604 Hwy 10 E • Durand • 715-672-4332

Panther Drive-In

1018 E Prospect St. • Durand • 715-672-5659

Traditional drive-in restaurant with car side delivery from car hops serving sandwiches, fries, wraps & other American food favorites. Their dessert options make a great treat in the summertime offering floats, specialty cones, malks, shakes, and sundaes.

Rolling Greens Golf Course

1324 3rd Ave W • Durand • 715-672-8139

Perkz Café

311 W Main St. • Durand • 715-672-3634

RoosterTail Bar & Grill

106 W Main St. • Durand • 715-672-3640

Ron & Angie's Northside Bar & Grill

N5425 Cty Rd H • Mondovi • 715-926-4711

Spot Bar

306 W Main St. • Durand • 715-672-8001

Subway

300 W. Prospect St. • Durand • 715-672-3131

The Lone Pine

W2660 Hwy 10 • Mondovi • 715-672-5574

PEPIN AREA

Captain's Legacy Bar & Grill

206 Lake St. • Pepin • 715-442-2337

Just a block off the Great River Road, this bar and grill offers a dine in or patio option with generous and highly rated home-style meals. Be sure to check out their Facebook page for live music events!

Harbor View Café

314 1st St. • Pepin • 715-442-3893

Harbor View offers an experience of culinary excellence with five-star, from scratch, locally sourced dishes. The restaurant faces the Pepin Marina and Lake Pepin giving it hard to beat views. Follow their Facebook page for updated menu information.

Homemade Café

809 3rd St. (Hwy 35) • Pepin • 715-941-1164

RiverTime Wine Beer Amusements

418 2nd St. • Pepin • 612-708-8598

The Pickle Factory Waterfront Grill

205 1st St. • Pepin • 715-442-4400

The Pickle Factory has the best dining views of Lake Pepin in the area! Visitors can dine inside or out on their beautiful patio areas. The food is delicious, and the elevated casual atmosphere is especially enjoyed when a local band or artist is playing.

Third Base Bar

409 3rd St. • Pepin • 715-442-2561

Villa Bellezza il Forno

1420 3rd St. (Hwy 35) • Pepin • 715-442-2424
www.villabellezza.com

Within Villa Bellezza, Il Forno Ristorante enhances your wine tasting experience with mouth watering Italian dishes such as antipasti, salads, panini, and pizzas. This country Italian restaurant features a brick oven and dining inside or out in their Piazza Bellezza. Either way, you will feel like you're in Italy.

STOCKHOLM AREA

A to Z Produce

N2956 Anker Lane • Stockholm • 715-448-4802

*Must follow directions on website

Humble Moon Folkstead & Saloon

W12128 WI-35 • Stockholm • 715-495-0743

Hop Dish & Vine

N2047 Spring St. • Stockholm • 608-317-6369

Stockholm Pie Company & General Store

N2030 Spring St. • Stockholm • 715-442-5505

BAKERIES AND COFFEE SHOPS

Allaire House

W12084 Hwy 35 • Stockholm

Batter and Bowls, LLC

Made to order N5813 County Road BB • Durand

Little Larke Bakery

W12084 Hwy 35 • Stockholm

Bearfish Brew

203 W. Main St. • Durand

Stockholm Pie Company & General Store

N2030 Spring St. • Stockholm

Hours are subject to change, call for more information.



Bar Snacks Only



Bakeries & Coffee



Pepin Pickle Factory



Pepin Pickle Factory



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715-442-3893

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715-448-9015 • 305 Elm Street • Pepin, WI 54759 • www.pepinmotel.com

Shopping in Pepin County

DURAND AREA

Stargazers Variety, Antique, and Consignment
217 W Main Street

A treasure hunter's dream! You'll find a plethora of antiques, consignments, upcycled, craft, and vintage items. Inventory is always changing, so you never know what you're going to find.

Ryan's Sport Shop • 406 W Main Street

The Cottage: Flowers, Home Décor & More
315 W Main Street

Wheatfield Hill Organics • N5457 HWY 25

Eau Galle Cheese • N6765 HWY 25

Sunny Skies CBD
100 W Main Street

USDA licensed hemp grower, processor, and CBD product company with a retail store in Durand. From soil to oil, right here in Wisconsin! You can find quality CBD products including tinctures, topicals, edibles, bath & beauty, and more!

River & Grace
319 W Main Street

River & Grace opened in 2024 and is a must visit for local products! This boutique has over thirty vendors selling their locally made products. From tallow to your favorite new pair of pants, they have it all.

Heike Pharmacy
213 W Main Street

Heike Pharmacy is an essential business in Durand that also offers an outstanding boutique and gift shopping experience. Their inventory changes with the season to keep the shopping experience fresh.

ARKANSAW AREA

Scrap-A-Latte • N6060 County Road N

Sam's Produce • W7272 County Road P

PEPIN AREA

Harbor Hill General Store • 309 3rd Street

Country Stop of Pepin • 1315 Charland Drive

Tin Roof Boutique
202 3rd Street

You won't find more Lake Pepin items anywhere else, for both the Wisconsin and Minnesota side! Tin Roof Boutique is right on the Great River Road and will become your new favorite store for home décor, apparel, kitchen items, gifting, and more!

Triple J Western Shop • 210 Lake Street

Moselle Retail • 109 Prairie Street

Pepin's Rusty Peddler
N1085 Sand Ridge Road

For those that love a vintage and handmade collection, you will need to stop by Pepin's Rusty Peddler. Shoppers can find handmade soaps, candles, jewelry, garden décor, and so much more!

STOCKHOLM AREA

Hugga Bugga • W12103 HWY 35

The Palate • W12102 HWY 35

Iris and Oak Gallery & Gifts • W12117 HWY 35

Scandihoo • W12092 HWY 35

Little Larke Bakery • N2055 Spring Street

Stockholm Pie Mercantile • N2030 Spring Street

Lavender Bluff Farm • W11976 State Hwy 35



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Stay in Pepin County

DURAND AREA

Junebug Vacation Rentals – With space to fit 10, this rental is big enough to fit the whole family! Junebug is unique with its very own game room and will make you comfortably feel at home. Close enough to downtown amenities, but a big backyard connected to woods allows wildlife to freely roam past the large windows in the kitchen and dining area.

Junebugrentals.com • info@junebugrentals.com

Cobblestone Inn & Suites – This hotel brings you big city quality with small town values. Modern and pet friendly rooms, comfortable suites, complimentary breakfast, and a fitness center brings you everything you need for an overnight stay.

Staycobblestone.com/wi/durand/ • 715-672-5055
325 W Prospect Street

STOCKHOLM AREA

Stockholm Haus – just outside of Stockholm in the countryside, this luxury vacation rental sleeps up to 16 with a pool, cabana, large entertainment deck, firepit, and many other luxury amenities. The Scandinavian minimalistic design is both breathtaking and brilliant!

stockholm-haus.com • 715-575-5915 • N2538 County Rd J

Art Orchard Guest Suite – Connected to the beautiful Art Orchard gallery is this cozy vacation studio. Located right in the heart of Stockholm you'll be nestled as close as you can to any festivities in America's coziest town. Recently renovated, this spacious suite has everything you need for a peaceful stay.

AirBnb • 612-770-6741 • N2042 Spring Street

PEPIN AREA

Camp Pepin YMCA – Located between Pepin and Stockholm, this summer camp is also a VRBO! Disc golf, canoes, paddle boards, kayaks, fire pits looking out to the lake, and a perfect beach for agate hunting makes this a perfect getaway for the whole group.

camppepin.org • 651-388-4724 • W10915 E Lake Dr

Pepin Marina Retreat – Located right across from the Pepin Marina, with easy access to many favorite amenities in Pepin! Pepin Marina Retreat has a lovely flower filled deck overlooking the marina that will make you want to spend all your time on.

pepinmarinaretreat.com • 612-961-2528 • 406 1st Street

Pepin Motel – Located right on the Great River Road in the heart of Pepin, this peaceful motel will provide everything you need for a restful stay. Handicap rooms available and pets are welcome! Only a short walk across the street to a homemade breakfast café.

pepinmotel.com • 715-448-9015 • 305 Elm Street

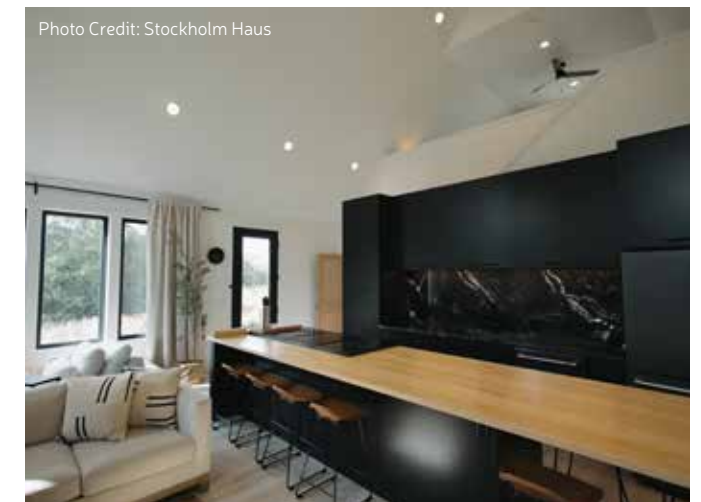


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Wedding Venues

STOCKHOLM AREA

Liberty Tree Farm • 480-766-9371

Maiden Rock Winery & Cidery • 715-448-3502

Stockholm Pie & General Store • 715-442-5505

Twin Bluff Farm • 612-368-7311

Maidenwood Weddings & Events • 715-544-7771

DURAND AREA

Durand Rod & Gun Club • 715-318-8281

PEPIN AREA

Pepin Sportsman's Club • 507-261-9438

The Hidden Meadow & Barn • 715-448-0326

Wood & Co Weddings & Events • 715-448-0481

Villa Bellezza Winery (see ad on page 2)
715-442-2424

For those wishing to get married in Italy, without the travel. Bring your family and friends to the romantic Villa Bellezza where you can return anytime to experience the small Italian village and relive your wedding day.

Event Spaces

Venues

ARKANSAW AREA

Arkansaw Community Center • 715-495-1456

DURAND AREA

Club TEN • 715-672-5681

Rustic Chic Retreat • 715-495-4472

Corral Bar & Riverside Grill (see ad on pages 20 & 21)
715-672-8874

The Orton Room is a newly built room connected to the Corral Bar & Grill with the 9 feet high and 55 feet long circus lithograph from the 1885 Great Anglo-American Circus. Seating up to 80 people, this room is perfect for your next special event!

Riverview Community Center • 715-672-4101

This center is beautifully located on the Chippewa River and offers a large event space with a full kitchen. Join their Facebook group to stay updated about craft sales, quilt shows, educational classes, and other fun events!

STOCKHOLM AREA

Stockholm Pie & General Store • 715-442-5505

Other

FLORAL

Kallstrom Flowers • 715-495-7049

Love You More Floral Design • 612-578-8505

The Cottage: Floral & Gift • 715-672-4321

DESSERT & CATERING

Batter & Bowls • 715-579-7765

The Charcuterie Enthusiast

Thecharcuterieenthusiast22@gmail.com

Stockholm Pie & General Store • 715-442-5505



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LUXURY SCANDINAVIAN RETREAT
STOCKHOLM, WISCONSIN

N2538 County Rd. J • Stockholm
(715) 575-5915

stockholm-haus.com



This Scandinavian retreat sleeps 16 guests with 8 bedrooms, 7.5 bathrooms, 2 full kitchens, 3 living rooms, a 45 ft pool and cabana.

Train Rides into the Tiffany Bottoms

The Tiffany Wildlife Area is a 13,000 acre property between Pepin and Buffalo County and contains one of Wisconsin's largest, contiguous bottomland hardwood forests. Within the Tiffany Wildlife Area is the Tiffany Bottoms State Natural Area. The property is a transition zone between typical floodplain forest of silver maple, river birch, ashes, and basswood in the southern portion and moves to a more oak-dominated forest in the northern part. Tiffany Bottoms is a birding paradise! Besides typical game species, the area holds rare and uncommon raptors, warblers, great blue heron, pileated woodpeckers, blue-gray gnatcatcher, and many other birds to check off your birding list. Many recreational activities are allowed within the Tiffany Wildlife Area including primitive camping, but a permit must be obtained from the Alma DNR office.

The Chippewa Valley Motorcar Association is an organization of railroaders and rail enthusiasts that lease the tracks owned by the DNR just south of Durand. The train ride runs along HWY 25 about five miles into the



Tiffany Bottoms Wildlife Area and will stop occasionally for visitors to hear about the history of the area or enjoy the beauty of the Tiffany Bottoms. The club allows train rides to the public that are hosted by local organizations. Reservations are required to ride the train and must be made with the host organization, not the Motorcar Association. Follow their Facebook page to stay updated on events and scheduled rides or check out the PBS episode found on their website!

<https://www.cvmca.info/>

Chippewa Valley Motorcar Association

The Mississippi Flyway

The Mississippi Flyway is a migration path that follows the Mississippi River from the Gulf of Mexico to Canada, encompassing 21 states. Twice a year, 325 bird species travel the Mississippi Flyway. Half of North American bird species spend at least part of their lives on the Mississippi Flyway. The most active migration times are April-May and September-October. You can help migrating birds by:

1. Turning off non-essential lights from 11pm to sunrise.
2. Painting or decorating your windows to avoid collisions
3. Keeping cats inside, in an enclosure, or on a leash
4. Plant native habitat and food
5. Keep dogs leashed, especially on a beach or in a natural area
6. Support birding groups and legislation
7. Feeding hungry travelers with clean bird feeders and hummingbird feeders—without the red dye!



Pepin County Heritage Center
Pepin County Historical Society

Preserving the Heritage of Pepin County

The last remaining wood courthouse in Wisconsin, constructed in 1873-74, it served as the Pepin County Courthouse until 1985. Listed on the State and National Register of Historic Places. Also visit the old jail, built in 1895, displays highlighting Pepin County history, and the research room.

Summer hours: June – August
Open year-round by appt.
Free Admission

315 W. Madison Street
Durand, WI 54736
715-672-5423



www.pepincountyheritagecenter.com

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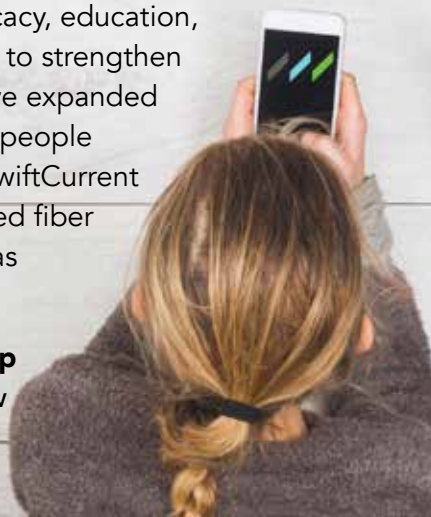
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Seasons of Pepin County

WINTER: HYGGE SEASON

Hygge is a Danish word for being cozy, content, and comfortable, and that's exactly how to describe our area in the winter. It's the perfect time to cozy up in a cabin with hot cocoa while watching the beauty of Wisconsin winters unfold. Most businesses along the river typically close for the season after the December Holiday Markets, but some stay open year-round. In Durand, most businesses stay open but have fewer hours. If you're looking to go out and explore, a must visit is the ice sculptures in Maiden Rock. If you want to ice fish on local waters, there is no official measurement of ice, so the best way to know if it is safe is to ask a local. In February, the Camp Pepin YMCA hosts a winter festival with Lake Pepin's largest ice carousel along with other family fun winter activities.

SPRING: TRILLIUM SEASON

Trilliums are a native flower in Wisconsin that start to bloom towards the end of April. Many bluff valleys will be covered in millions of trilliums along with other beautiful native spring ephemerals that are beneficial to waking pollinators. Businesses that closed for the winter start to open their doors again for another season. Every year on Mother's Day weekend, Rustic Road Galley in Stockholm hosts the Trillium Festival with nature activities all along the Great River Road. Spring is also a perfect time for bird watching in Wisconsin when around 325 bird species make their way through our area. Tiffany Bottoms is one of the best places to spot uncommon or rare birds migrating and there's no better way to see them than the Tiffany Bottoms train ride. For anyone that loves to look for treasure, there are two garage sale events in the spring that span well over 200 miles!

SUMMER: LAKE PEPIN SEASON

Lake Pepin is a popular place in the summer with sailboats, pontoons, fishing, and any other water recreation activity! The Chippewa River is also a hotspot for people wanting to kayak or canoe, lazy river tube, camp, or just hang out on a sandbar. Pepin County is one of the best places to enjoy nature. The prairies on Maiden Rock bluff come alive with color and the parking lot is always full of hikers. It's also a terrific time to cruise the Great River Road or drive up into the bluffs for a sunset drive. Summer is

when most community festivals, art fairs, and live music events happen. Businesses have their doors open and there is never a shortage of live music in our area, so to stay up to date on when and where to find an event, check out our events page on our website!

FALL: BLUFF COLORS SEASON

Fall is our most popular season, and for good reason! Businesses are still hosting lots of live music or fun events. The colors in the bluffs are spectacular, and many people drive the Great River Road or country backroads during this time. Some of our favorite events happen in the fall, like the Fresh Art Tour and Laura Days. Fall is also when the migratory birds that flooded our area in the spring start to make their way back down south. Train rides begin again in September, and seats are always limited due to popularity. Once deer hunting seasons begin to open, so does the treasure hunting! There are many shopping and holiday market events for people looking to get out and hunt for deals.



Stockholm Campground

Explore the Outdoors

BOAT & CANOE LANDINGS

Pepin County is a popular spot for fishing and water recreation on both Lake Pepin and the Chippewa River. There are three boat landings to access Lake Pepin, four boat landings to access the Chippewa River, and one canoe landing to access the Chippewa River.

- 1 **Stockholm Boat Landing:** Free landing in Stockholm Park accessing Lake Pepin, limited parking, restrooms in park.
- 2 **Deer Island Boat Landing:** \$10 fee to park, access to Lake Pepin, limited parking, no restrooms.
- 3 **Pepin Boat Landing:** \$10 fee to park, access to Lake Pepin, adequate parking, suitable for larger watercraft, fish cleaning station, public restrooms.
- 4 **Pepin Highway 35 Boat Landing:** Free landing accessing the Chippewa River, due to sand buildup this landing is hard to access by boat during low water levels.
- 5 **Ella Boat Landing:** Free landing accessing the Chippewa River, adequate parking, across from the Tiffany Wildlife Area.
- 6 **Dead Lake Boat Landing:** Free landing accessing Dead Lake, during the spring flood there is a chance you can access the Chippewa River.
- 7 **Silver Birch Boat Landing:** Free landing accessing Silver Birch Lake.
- 8 **Thompson Lake Boat Landing:** Free landing accessing Thompson Lake.
- 9 **Durand Boat Landing:** Free landing with adequate parking located between 1st and 2nd Avenue West.
- 10 **Durand Main Street Boat Landing:** Free landing with limited parking, very steep access, great to use when the Durand Boat Landing is busy or full.
- 11 **Hubbard's Landing:** Canoe and Kayak access only, parking lot across from street, you will need to walk downhill with your gear to access the landing.

HIKING & BIKING

Pepin County has three State Natural Areas with easy access to hiking trails and one county park with hiking trails, as well as one designated biking trail.

- 1 **Maiden Rock Bluff SNA:** most popular and well known hiking trails in Pepin County. You can choose two paths: through the prairie, or along the rim. The prairie hike is level and easy, the rim hike has more slight elevation changes and obstacles. Both hikes will take you to the Maiden Rock Bluff with some of the most amazing views, especially during peak fall colors.
- 2 **Five Mile Bluff SNA:** Another hike with extraordinary views. This hike will give you an overlook of the Chippewa River and Pepin Valleys with a glimpse of Lake Pepin in the distance but does require a steep climb uphill.
- 3 **Holden Park:** Over a mile of new trails built in 2022, this hike will leisurely take you through the woods, but will require a trek uphill along the road to loop back to your vehicle.
- 4 **Chippewa River State Bike Trail:** This trail runs from the City of Durand to Phoenix Park in downtown Eau Claire and is open year-round. You will pass through river bottoms, prairies, sandstone bluffs, and wetlands on a well maintained, paved trail. The trail joins with the Red Cedar State Trail in the Dunnville Wildlife Area near the confluence of the Red Cedar and Chippewa Rivers.
- 5 **Nine Mile Island SNA:** Perfect for prairie lovers! Although most of this SNA is across the Chippewa and only accessible by boat, some prairies can be accessed and enjoyed along County Road M.



Photo Credit: Brian DesLauriers

www.visitpepincounty.com

CAMPING

Pepin County has four campgrounds, and they all offer RV and tent camping with electricity, boat launches are nearby, picnic tables, playgrounds, and grills.

- 1 **Stockholm Campground**
651-380-8654 • villageofstockholm.com
 - Located in the Stockholm Village Park, this campground is right on Lake Pepin with excellent views and offers a privy toilet, potable water, and swimming beach. First come, first serve.
 - Open April 1st-October 15th
- 2 **Lake Pepin Campground**
715-448-9013 • lakepepincampgroundwi.com
 - Located in the heart of Pepin, this campground is the largest campground in Pepin County with roughly 200 campsites that are mostly seasonal camping. Some limited daily sites are offered. Dump station on site.
 - Open April 15th-October 15th
- 3 **Holden Park Campground**
715-672-7242 x 146 • www.co.pepin.wi.us/holden
 - Just south of Arkansaw, this quiet little park is right on Silver Birch Lake with close access to the Tiffany Wildlife Area and over a mile of hiking trails. A new shower house, flush toilets, and potable water will be built in 2024, stay tuned!
 - April 1st-Thanksgiving
- 4 **Tarrant Park Campground**
715-672-8770 • durand-wi.com
 - Located across from the Bauer Built Sports Complex, this campground is right on the Chippewa River Bike Trail with access to showers, tennis courts, and flush toilets. Dump station on site. New swimming pool to be built in 2025.
 - Year round, water and restrooms available May 15-October



Welcome to Pepin County

What's Nearby

We have some pretty cool neighbors! If you're traveling through these areas, consider stopping by.

NORTH ON 35

Maiden Rock – Located just north of Stockholm on the Great River Road. This small river town has some unique, rare, and one-of-a-kind shops and retreats you will definitely want to visit and the local bakery is a favorite for all. There is a campground in the village park and the free boat launch is a hotspot for Lake Pepin enthusiasts. Take a side trip in the summer for U-Pick blueberries!

Bay City – Located north of Maiden Rock and South of Hager City on the Great River Road. This peaceful community has a campground area with beautiful views, beaches, and a boat launch. The highly honored, local, French cuisine restaurant is worth the visit! If you're looking for coffee and breakfast, the drive-thru coffee shop has delicious sandwiches, pastries, and a wide variety of drinks.

Hager City – Located on the Great River Road and north of Bay City, this community is the first Wisconsin town after crossing the Red Wing bridge. The vintage drive-in restaurant is locally famous for its chicken and fish!

SOUTH ON 35

Nelson – Located across from the Wabasha bridge, this community is just south of Pepin and Durand. There are lots of great food options in Nelson including a barbeque restaurant that might be the best you've ever had. The local cheese factory is a hotspot for locals and visitors with their delicious dairy products and cozy dining areas. Stop by the distillery for highly rated organic cocktails and mocktails or take a drive into the countryside for wood fired pizza!

Wabasha – Our neighbors in Minnesota across from Nelson, and home of the Grumpy Old Men. The National Eagle Center is a must visit to learn all about the beautiful birds that call this area their home. Outdoor lovers can find an adventure on their ski hills or with a canoe guiding company that will take you into the backwaters of the Mississippi or Chippewa River.

Alma – Located south of Nelson on the Great River Road, this beautiful river town has one of the best accessible bluff overlooks in the area. Take a drive up to Buena Vista

Park to overlook the town and the Mississippi River. On your way back down, stop by the winery or check out the Castlerock Museum to see authentic armor, swords, shields and other European history!

EAST ON 10

Mondovi – Located east of Durand, and the host of the Buffalo-Pepin County Fair. This community has lots of places to shop, from sweet boutiques to thrift! Head into the country to visit the many different farm to table businesses serving grass fed burgers or wood-fired pizzas.

WEST ON 10

Plum City – Located west of Durand and east of Ellsworth, this community is nestled in the bluff valleys and has a very unique trout pond in their downtown. For 25 cents you can feed the large trout and take a walk around the pond. Head across the street to eat at one of their delicious local establishments!

Ellsworth – Located west of Plum City and situated between Red Wing and River Falls, Ellsworth is the Cheese Curd Capital of the world! Stop by the Ellsworth Cooperative Creamery to try the many flavors of cheese curds or attend their annual cheese curd festival! Stop

downtown for a brew or a cruise out into the country between Ellsworth and Plum City brings you to an Italian eatery with gourmet pizza, pasta, and wines.

NORTH ON 25

Downsville – If you're heading north towards Menomonie from Durand or Arkansaw, this is the community you will go through. There are some unique spots before you reach Downsville. Those that love Laura Ingalls Wilder would be interested in stopping at the Caddie Woodlawn Historical Park. There is also a unique fish farm where visitors can eat the trout they caught from the farm's trout pond. Once you get into Downsville, there are a few popular places to eat including a charming café! If you're in the mood for shopping, you will want to stop by the pottery studio and restored creamery turned boutique!

NORTH ON 85

Rock Falls – If you're heading north towards Eau Claire from Durand, this is one of the communities you will go through. You will want to stop at one of their lovely boutiques or grab some ice cream and candy at the scoop shoppe and candy store! One of the popular destinations in the summer and fall is the Rock Falls Raceway where families can watch professional racers compete.

Photo Credit: Bike E-Bike Plus



Pepin's
Rusty Peddler

Pepin's Rusty Peddler offers a delightful experience merging Rusty, vintage and creative ideas by artists from the Wisconsin hills and coulees. From garden art to handmade gifts, the shop is a "Must See" on your Great River Road outing. Located just one mile off Lake Street in Pepin, Wis.

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- 140.54 Acres \$917,400—Sold
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EAU CLAIRE COUNTY

- 80 Acres Eau Claire County \$650,000—Sold

PEPIN COUNTY

- 250.7 Acres \$2,310,000—Active
- 25 Acres \$194,900—Sold

TREMPEALEAU COUNTY

- 178 Acres \$1,143,000—Active
- 144 Acres \$975,000—Active
- 65 Acres \$460,000—Active
- 64 Acres \$352,000—Pending
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