

2023 OFFICIAL GUIDE

# BLACK RIVER *Country*



[BLACKRIVERCOUNTRY.NET](http://BLACKRIVERCOUNTRY.NET) | 800.404.4008

BLACK RIVER COUNTRY  
W I S C O N S I N





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## BLACK RIVER COUNTRY

W I S C O N S I N

### Black River Falls Area Airport

- 4600 Foot Hard Surface Runway
- 24 Hour Self-Service Fuel Available (credit card only)
- Pilot Controlled Runway Lighting
- Instrument Approaches
- Pilot Lounge with Flight Planning Facility
- Ramp with Tie-Down Anchors

### Distance to Major Cities (in hours)

Chicago .....	4.5	Sioux Falls, SD.....	5.5
Milwaukee.....	3.25	Green Bay .....	3.5
Cedar Rapids.....	4.5	Warrens.....	0.5
Mpls. - St. Paul .....	2.5	La Crosse.....	1.0
Duluth-Superior .....	3.25	Wausau.....	2.5
Rochester.....	2.0	Madison .....	2.25
Eau Claire.....	1.0	Wisconsin Dells.....	1.25

Produced by the Black River Area Chamber of Commerce

### Black River Area Chamber of Commerce

120 N. Water Street  
 Black River Falls, WI 54615  
**800.404.4008**  
 chamber@blackrivercountry.net  
**blackrivercountry.net**

- Cover Photos courtesy of:
- Main water photo – Diana Laufenberg
  - River photo – Patricia Hopkins
  - Rustic Mill Park photo – Tom Myher
  - Kayak photo – Dave Meyer
  - ATV photo – Bob Novak



# Welcome to BEAUTIFUL BLACK RIVER COUNTRY!

This is a special land, where the bounties of nature pair with unmatched recreational opportunities. Whether your interest is ATV and motorcycle trails, canoeing, kayaking, fishing, biking, hiking, walking, bird-watching or simply absorbing the solitude of nature, Black River Country is your destination.

We start with the river that was called Neosheprah “Dark River” by Native Americans and was later called La Riviere Noire (The Black River) by French explorers. The dark color of the waters is due to the natural tannic acids that leach from the oak and tamarack forests and sphagnum moss bogs in the 200-mile long river’s watershed.

Used by lumberjacks to float millions of logs downstream in the 1800s, today the Black River remains an excellent fishery. It’s also a favorite spot for canoeists and kayakers, along with some of its tributaries like Halls Creek, Robinson Creek and Morrison Creek. Dams in Hatfield and Black River Falls have created flowages excellent for water recreation.

The eastern part of Jackson County was once part of an ancient glacial lake and contains nearly 200,000 acres of public land. Much of that land surrounds the upper Black River, creating a pristine and quiet wilderness experience. Although there are some smaller falls along parts of the Black River, the original 25-30

foot falls washed out in the flood of 1911. These were located at the present site of the new hydro-electric dam.

When we say unmatched recreational opportunities, we mean it. Enjoy scuba diving in the deepest inland lake of Wisconsin. The 1,300-acre Wazee Lake Recreation Area features a 146-acre lake with clear waters that attract scuba divers from all over.

Our ATV/motorcycle trail system features more than 100 miles of trails and is linked to 135 more miles in neighboring Clark County. Experience a ride that takes you along rock hills, pristine meadows, over clear streams or through thick canopies of pine and oak forest.

The recreation continues in the winter with more than 350 miles of groomed snowmobile trails, plus cross-country and snowshoe trails. Whether you favor silent sports or motorized fun, you will enjoy a landscape with natural beauty that abounds with wildlife, including bear, deer, turkey, wolves and even elk.

Enjoy indoor activities like having fun at Ho-Chunk Gaming, shopping in historic downtown Black River Falls, visiting a brewery or wineries, exploring museums or dining at fine restaurants and taverns. There are plenty of lodging options with hotels, motels, cabins, bed and breakfasts and camping.

Jackson County, through the efforts of **JacksonInAction.org** (community

healthy living coalition) has demonstrated their commitment to advancing strategies for safe places to walk, bike, and be active and now joins over 20 others to be called a “Wisconsin Active Together community.”

Developed and supported by a network of local coalitions and statewide organizations, Wisconsin Active Together Communities (#WIActiveTogether) provides details on all of the recognized communities via their website. Go to **activewisconsin.org/jackson-county** and get to know more about Jackson County’s efforts.



You can travel around Wisconsin – and the nation – and you’d be challenged to find a place with so much to do, see and experience in the midst of such friendly hosts. No, we don’t have it all – there is no professional sports team in Black River Country – but we think we have a very special place.

## We invite you to come and see for yourself.



# Annual Events

*In The Black River Area*

To view annual events in our area visit

[www.blackrivercountry.net/events](http://www.blackrivercountry.net/events)





# Ho-Chunk People

*People of the Big Voice*



Jackson County is the headquarters of the Ho-Chunk Nation sovereign government and also serves as home to the highest concentration of the Ho-Chunk population. Of the 7,200 members of the Nation, about 5,100 live within the state of Wisconsin and about 1,200 live in Jackson County. The Ho-Chunk People have shared their rich culture with residents opening doors to dialogue, trade and the great artistry of their traditional crafts.

Today the evolution of the Nation's early relationships with residents continues as their members engage in commerce, partnerships and shared governance to highlight the uniqueness of this beautiful and historic place in Wisconsin.

The Ho-Chunk Nation holds several events throughout the year. None more promoted than the Memorial and Labor Day weekend gatherings held at the Andrew Blackhawk Memorial Pow-Wow Grounds, located on State Highway 54 east of Black River Falls. The pow-wows held during these celebrations feature respected warriors from all nationalities who raise more than 100 flags in honor of the veterans who have proudly served.

The Ho-Chunk Nation continues to make great strides in strengthening its cultural identity as well as growing in economic and personal relationships made over the years. Following a prior Presidential proclamation in support of language revitalization, the Ho-Chunk Nation bridged further relationships with colleges and school districts to share this unique treasure.

For more information about the Ho-Chunk Nation, please visit the "Ho-Chunk Nation" on Facebook, or [ho-chunknation.com](http://ho-chunknation.com). And don't forget Ho-Chunk Gaming Black River Falls where food and entertainment are always available.



# Outdoor Recreation

## CANOEING/KAYAKING

The Black River Falls area has some of the finest streams and rivers in Wisconsin. In the section of the Black River near Black River Falls, the river cuts its way through a rugged and picturesque wilderness, offering wide bends, scenic rock outcroppings and sandbars. Campsites are available along the way. You can paddle all the way to the Mississippi River. Popular paddling routes range from 2 to 5 hours. For information about routes and landings go to [blackrivercountry.net](http://blackrivercountry.net).

Tributaries of the river like Robinson, Morrison and Halls Creeks offer some Class III and Class II rapids depending on the water flow. When you plan your trip, be sure to call ahead for the latest water conditions. Canoe and kayak rentals are available.

## FISHING

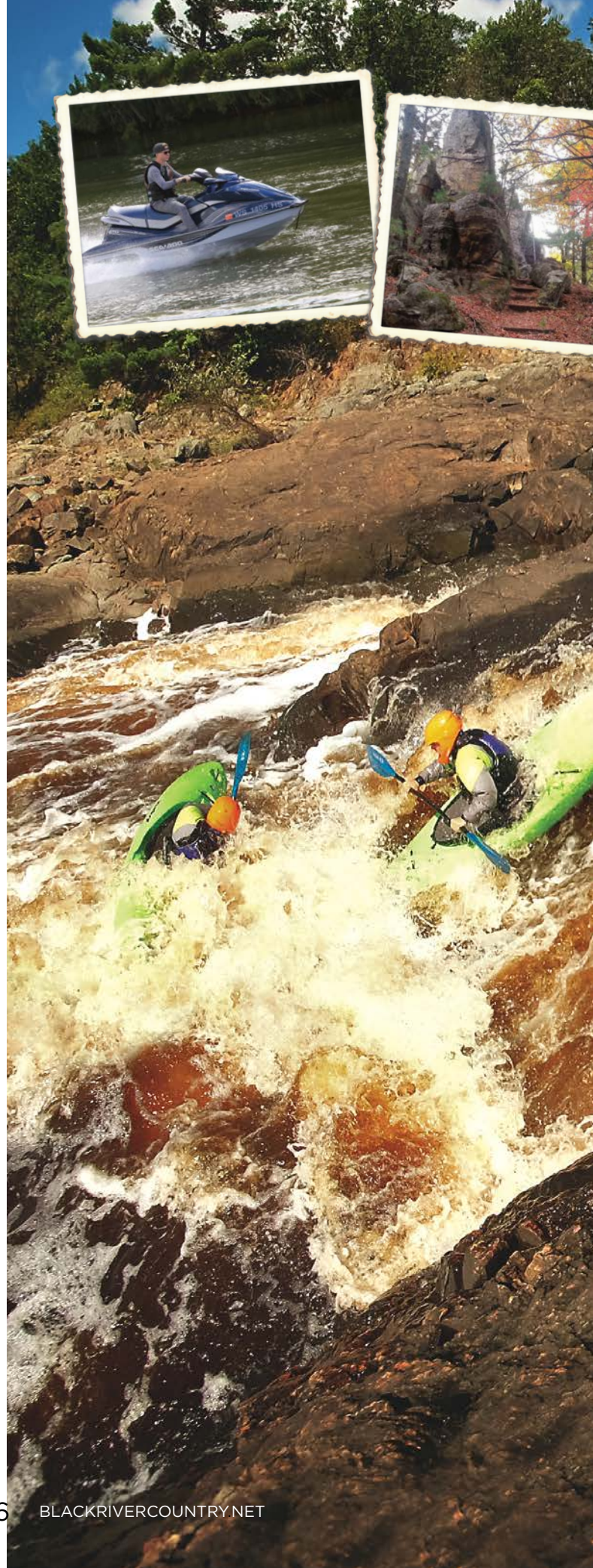
Jackson County features lakes and streams to accommodate a variety of fishing year round. The Black River is known for muskie, walleye, and smallmouth bass. Lake Arbutus and the Black River Falls flowage provide excellent summer and winter fishing. Jackson County also has private cranberry flowages that provide excellent fishing opportunities. Merlin Lambert County Park has boat access to flowages that hold pan fish, northern pike, muskie and bass. If trout fishing is your sport, our county has many gentle trout streams for you to try.

## HIKING

Hiking trails abound in both the state and county forest land. Follow winding trails along hills and valleys, all the while catching glimpses of abundant wildlife. The plant and wildflower species can be seen and you may even find wild lupine, an essential source of food for the endangered Karner Blue Butterfly.

## SWIMMING

There are plenty of swimming areas throughout Jackson County such as Lake Arbutus, Wazee Lake Recreation Area, Pigeon Creek Flowage and Lake Lee in Millston that feature easy parking, sandy beaches, picnic areas and much more. The Hoffman Aquatic Park also provides great fun for the entire family.







**BICYCLING**

A paved bicycling trail experience can be found on the Foundation Trail, a four-mile hiking and biking trail that circles the city of Black River Falls. Follow a picturesque creek as you climb through a deep valley and bike along the Black River.

The Black River area also has hundreds of miles of paved county and town roads that are perfect for quiet and beautiful biking.

Hook up with the nation's largest connected bicycle loop system in adjoining Trempealeau County where 18 loops and 400 miles of riding experience awaits.

**MOUNTAIN BIKING**

The off-road biker will find unique trail opportunities in Jackson County. The Black River State Forest has 24 miles of designated mountain bike trails. Trailheads can be found at Castle Mound and Pigeon Creek Campgrounds. Also, you will find Smrekar and Wildcat cross-county trailheads northeast of Millston. Our

trails take you through scenic pine and oak forests with terrain that will challenge you at every level. Our Forestry and Parks Department has developed the Wazee Lake Recreation Area which currently provides nine miles of mountain bike trails. This trail follows the old Jackson County iron mine sites and provides breathtaking vistas of eastern Jackson County.

Besides the designated trails, the Black River State Forest and Jackson County Forest have several hundred miles of forest and old logging roads which are open to mountain bike travel and will give you a one-of-a-kind off-road experience.

**GOLFING**

The 18-hole Skyline Golf Course is a golfer's paradise laid out over acres of undulating wooded hills. Enjoy the scenic beauty and design of the back 9, which carves through a beautiful oak and pine forest. Skyline Golf Course is located at 612 N. 11th Street in Black River Falls.



# Outdoor *Recreation*

## **ATV, UTV & MOTORCYCLE TRAILS**

Jackson County and neighboring Clark County offer a total of 235 miles of trails open to use by ATVs and UTVs. For the off-road motorcycle enthusiasts, twenty-eight miles of single-track trails wind their way through the county and state forest offering breathtaking scenery. Trails are open for ATVs and UTVs May 15 to October 15 and for ATVs only from December 15 to March 15, weather permitting. Single-track motorcycle trails are open May 15 to October 15 only. For information on trail regulations, registration, trail pass purchase locations and downloadable or interactive maps visit [co.jackson.wi.us](http://co.jackson.wi.us), [dnr.wisconsin.gov/topic/StateForests/blackriver](http://dnr.wisconsin.gov/topic/StateForests/blackriver) or [blackrivercountry.net](http://blackrivercountry.net).

## **HUNTING**

With approximately 200,000 acres of public lands, and a bountiful supply of deer, it is not surprising that Jackson County is known as the “Deer Capital of Wisconsin.” The Jackson County Forest and Black River State Forest provide a perfect habitat for deer, ruffed grouse, squirrel and wild turkey. Dike 17 and the Black River bottoms provide excellent waterfowl hunting for ducks and geese.

## **SNOWSHOEING**

The Black River State Forest has plenty of snowshoeing opportunities with extraordinary scenery and woodland wonders for beginners and experienced snowshoers.

Snowshoe trails are: the one mile Smrekar Trail accessible from the Smrekar Trail Parking Lot on Smrekar Road; the one and one-half mile Pigeon Creek Nature Trail in Millston; Castle Mound State Campground trail outside of Black River Falls. With the exception of groomed cross-country ski trails, visitors may snowshoe anywhere in the park.





## ICE SKATING

Ice skating enthusiasts can enjoy a variety of skating opportunities in Black River Falls. The city maintains a rink at the Jackson County Fair Park behind the grandstand that is open 24 hours a day, seven days a week. Another location is on Harrison Street between 8th and 9th Streets at Mills Park. The Milt Lunda Memorial Arena located in the Jackson County Fair Park is used for figure skating, hockey and open skate from October through March.

## CROSS COUNTRY SKIING

The Black River State Forest has 24 miles of the finest cross country ski trails in Wisconsin. Groomed trails provide enjoyment for skiers from beginner to expert. Two trailhead parking lots provided: the Wildcat Trail Parking Lot located on North Settlement Road; the Smrekar Trail Parking Lot located on Smrekar Road. For more information and maps visit [dnr.wisconsin.gov/topic/StateForests/blackriver](http://dnr.wisconsin.gov/topic/StateForests/blackriver).

## SNOWMOBILING

Jackson County has more than 350 miles of groomed snowmobile trails which connect to 500 miles of trail in surrounding counties. Connections can be made to every trail in the state. Our trails offer the unique experience of varied terrain. On the west side, the trails wind through forest and agricultural land which is quite steep in places; on the east side, the trails meander through heavily wooded areas and a gentler, more level grade. Both have excellent scenery and well-maintained trails.

## DOWNHILL SKIING, SNOWBOARDING AND TUBING

Bruce Mound Winter Sports Area, located on Highway 95 in neighboring Clark County, is one of Wisconsin's great attractions with premium hill conditions for both downhill skiers and snowboarders. Their facilities include the following: ten slopes serviced by five lifts; a complete rental shop with both ski and snowboard equipment; one of the best snow tube runs in the state; lighted slopes and chalet that offers food service. For more information call 715.743.5140.





# Outdoor *Recreation*

## **WAZEE LAKE RECREATION AREA**

Wazee Lake Recreation Area, Jackson County's largest park, encompasses 3,000 acres of woodland and water for your enjoyment.

At the heart of the park is Wazee Lake, Wisconsin's deepest lake. Known for its exceptional water clarity, Wazee Lake has become a popular destination for scuba diving all year round. Beach lovers also enjoy the wide, sand beach area and clear water for wading, swimming and diving. Anglers can fish for game fish such as walleye, crappies and bass. A handicap fishing pier is available. Boats with motors are not allowed.

The park also features 12 primitive campsites and a network of trails around the lake for hikers and mountain bikers. In 2019, a concession building, playground and flush bathrooms were added.

## **PUBLIC LAND**

Jackson County has more than 188,000 acres of state and county forest land. Extensive ATV, motorcycle, and snowmobile trails wind their way through woodland and rolling terrain.

Designated trails are provided for hikers, backpackers, mountain bikers and cross-country skiers. A variety of camping opportunities are also available as well as day-use picnic and swimming facilities.

## **LAKE ARBUTUS**

Lake Arbutus, located in the Village of Hatfield, covers about 840 acres and provides many recreational opportunities. Hatfield is home to three campgrounds, six public boat landings, food and entertainment centers and convenience stores. Not only does Hatfield offer supreme water sports, but also is an ATV/UTV hotspot. Hunting land, hiking trails and downhill ski trails are also nearby.





## BLACK RIVER STATE FOREST

The Black River State Forest offers many recreational opportunities, including camping, hunting, hiking, skiing and ATV/UTV trails. The Department of Natural Resources also manages this property to meet a host of other objectives, including maintenance of wildlife habitat, native biological diversity, soil and water quality, aesthetics and timber production.

## STATE CAMPGROUNDS

Contact Reserve America to make camping reservations for Indoor Group, Outdoor Group, East Fork, Pigeon Creek and Castle Mound State Campgrounds at 888.947.2757. All others are first come-first served.

All campgrounds contain safe drinking water and sanitary facilities. They are patrolled by law enforcement personnel for public protection.

Primitive camping is allowed by backpackers who are hiking and carrying their food and gear. Backpackers must obtain a permit before setting out and camping in areas designated by permit.

Off-site camping is allowed during the deer gun season only by hunters in designated areas by permit only.

Pets shall be kept on a leash not more than 8 feet long. Pets are not allowed in any building, picnic area, swimming beach or ski trail when the ski trails are in use. Owners must clean up after their pets.

## FIRES

It is unlawful to start, tend, or maintain a fire on the ground or to burn refuse except in fireplaces or fire rings.



# Black River

STATE FOREST • 715.284.4103

## FAMILY CAMPING

<p><b>Canoe Campsite</b> Highway 27 South to Hawk Island Road.</p>	<p>Accessible only by canoe and available only to canoeists. 2 campsites. Camping is limited to one night only.</p>
<p><b>Castle Mound</b> Exit #116. 1/2 mile to Highway 27 South then Highway 12 East for 1 mile.</p>	<p>Winter Camping, 35 camp units, shelter, showers, 1.5 mile nature trail, 2.5 mile hiking/biking trail, 14 electric sites. A must see view from the top of Castle Mound. 14 pull-thru sites. Vehicle Permit.</p>
<p><b>East Fork</b> Exit #116 to Highway 54 East for 4.5 miles to County Road K. Turn left on K toward Hatfield, then 6.5 miles to Clay School Road. Turn right on Clay School Road to Campground Road.</p>	<p>North end of State Forest on Campground Road. 24 camp units, 1 mile nature trail. On the banks of the East Fork of the Black River. Canoe landing at entrance. Canoe downstream to Lake Arbutus, which has a swimming beach and boating opportunities. Hike the nature trail along the river bank and see the wildlife that abounds in the State Forest. 5 pull-thru sites.</p>
<p><b>Pigeon Creek</b> Exit #128. Take County Road O East to North Settlement Road. Approximately 2 miles from I-94.</p>	<p>Pigeon Creek Flowage offers a nice swimming beach, playground equipment and fishing within walking distance. For a truly scenic view, hike or ski the Wildcat or Ridge Trail north of the campground. Winter camping, 38 camp units, drinking water, 1.5 mile nature trail, 5.2 mile mountain biking trail. 4 pull-thru sites.</p>

## INDOOR CAMP GROUP

<p><b>East Fork</b> Exit Highway 54 East for 6.5 miles to County Road K towards Hatfield. Turn left. Turn right on Clay School Rd. Turn left on Campground Road.</p>	<p>Year-round camping, 1 modern, 2-bedroom cabin, sleeps 12. Vehicle Permit. Outside area can accommodate 50 people. Limited number of wheeled camping units and tents allowed.</p>
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## OUTDOOR CAMP GROUP

<p><b>East Fork</b> Exit #116 to Highway 54 East. Turn Left on County Road K, after 6.5 miles turn right on Clay School Road. Turn Left on Campground Road.</p>	<p>Open April 15-November 30. Can accommodate 50 people and up to 8 wheeled camping units. Vehicle Permit.</p>
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## PARKS, PICNIC & DAY- USE AREAS

<p><b>Castle Mound</b> Exit #116. 1/2 mile to Highway 27 South then Highway 12 East for 1 mile.</p>	<p>Shelter, playground equipment, hiking, vehicle permit.</p>
<p><b>Oxbow Pond</b> Exit #116. Highway 54 East for 7.5 miles then left on Cemetery Road for approximately 1.5 miles.</p>	<p>Pond stocked with trout yearly.</p>
<p><b>Perry Creek</b> Exit #116, Highway 54 West to Highway 27. Turn South for 2.8 miles.</p>	<p>2 miles of trail, hiking, along Lower Black River.</p>

## Hiking, biking, and skiing trails

ATV/UTV 33 Total Trail Miles. Off-trail use not permitted. Snowmobile 48 Total Trail Miles.

<p><b>Smrekar</b> From I-94, take Exit #128. Go East on County Road O for 4 miles, then left onto Smrekar Road for 1 mile.</p>	<p>Shelter, 14 total miles, hiking, backpacking with permit, trail pass required.</p>
<p><b>Wildcat</b> From I-94, take Exit #128. Go East on County Road O for 1/4 mile, then North onto North Settlement Road for approximately 3 miles.</p>	<p>10 total trail miles, backpacking with permit, trail pass required.</p>



	ACCESSIBLE	BIKING	CABIN	CAMPING	CANOEING	DRINKING WATER	FISHING	ELECTRIC	HIKING	PLAYGROUND	PICNIC	SHOWER	SWIMMING	TOILETS	X-C SKIING	FEE REQUIRED
				X	X		X									
	X	X		X		X		X	X	X	X	X		X		X
				X	X	X	X		X		X			X		X
	X	X		X	X	X	X		X	X	X		X	X		X
	X		X	X										X		X
				X		X								X		X
	X	X				X			X	X	X			X		X
							X				X					
							X		X		X					
		X				X			X		X			X	X	X
		X				X			X		X			X	X	X



# Jackson County Parks

## CAMPGROUNDS, PARKS, PICNIC & DAY-USE AREAS

### FAMILY CAMPING

<b>East Arbutus</b> County Campground	Exit #116, Highway 54 for six miles East to County Road K, turn North for eight miles to Clay School Road. Turn East for one mile to park.
<b>Crawford Hills</b> ATV/UTV/Motorcycle County Park & Campground	Exit #116, Highway 54 East 15 miles.
<b>Merlin Lambert</b> County Park and Campground	Exit #116, take Highway 54 East for 20 miles to McKenna Road. Turn South and continue for four miles.
<b>West Arbutus</b> County Campground	Exit #115, take Highway 12 North three miles, then East onto County Road E to the village of Hatfield to Thunderbird Lane.
<b>Wazee Lake Recreation Area</b> Campground & Recreation Area	Exit #116, Highway 54 East six miles. Turn South on Brockway Road for 4 miles.

### CITY AND VILLAGE PARKS

<b>Spaulding Pond</b> Park and Campground	Exit #116, 22 miles on Highway 54 East to Spaulding Road.
<b>Gile Memorial</b> Park and Campground	South of Merrilan on Highway 12/27.
<b>Hixton Village</b> Park and Campground	I-94 Hixton Exit #105. Turn left on Highway 95 - 1/2 mile on left.
<b>Alma Center</b> Turtle Pond Park	Located on Turtle Pond Lane just off Highway 95.
<b>Black River Falls</b> Al Young Park	Located on South Water Street.
<b>Black River Falls</b> Black River Falls Pet Park	Located on Vaudreuil Road.
<b>Black River Falls</b> Field of Honor Veterans Memorial Park	Located behind the Chamber Building at 120 North Water Street.
<b>Black River Falls</b> Foundation Trail Park	Located on 8th Street.
<b>Black River Falls</b> Jackson County Fair Park	Located off Highway 54 & Melrose Street.
<b>Black River Falls</b> Lunda Community Park, Hoffman Aquatic Center and Rotary Skate Park	Located on Tyler Street.
<b>Black River Falls</b> Marks Field	Located on the end of North 10th Street.
<b>Black River Falls</b> Mills Park	Located on Harrison Street.
<b>Black River Falls</b> Rock Springs Park	Located on the end of South 5th Street.
<b>Black River Falls</b> Veterans Park	Located on County Road R off Highway 54.
<b>Black River Falls</b> The Rustic Mill Park	Located at N5491 State Highway 54 West.
<b>Brockway</b> Town Park	Located off Highway 27 South.
<b>Melrose</b> Village Park	Located off Highway 54.
<b>Merrillan</b> Lower Lake Park	Located off Highway 12 in Merrillan.
<b>Millston</b> Lake Lee	Located off Highway 12.
<b>Millston</b> Village Park	Located off Highway 12.
<b>Taylor</b> Village Park	Located off Highway 95.



	ACCESSIBLE	BIKING	CAMPING	BOATING	DRINKING WATER	FISHING	ELECTRIC	HIKING	PLAYGROUND	PICNIC	SHOWER	SWIMMING	TOILETS	ATV	SCUBA
			X	X	X	X	X	X	X	X	X	X	X	X	
			X		X			X	X	X			X	X	
			X	X	X	X		X	X	X			X		
	X		X	X	X	X		X	X	X	X	X	X		
		X	X		X	X		X	X	X		X	X		X
			X			X		X		X		X	X		
			X	X	X	X	X	X	X	X		X	X		
			X		X		X		X	X			X		
		X				X		X	X	X					
								X	X	X					
	X	X			X		X	X	X	X			X		
		X						X		X					
	X						X			X			X		
	X	X			X	X	X	X	X	X		X	X		
									X	X			X		
									X	X					
					X			X							
	X					X	X			X			X		
					X		X	X	X	X			X		
					X		X	X	X	X		X			
				X	X	X		X	X	X		X			
							X		X	X			X		
					X		X	X	X	X			X		



# Hotel, Motel, Cabins & Lodges

	Phone	E-mail	Address	City
<b>HOTELS &amp; MOTELS</b>				
AmericInn	715-284-3320	blackriverfalls.wi@americinn.com	N6356 Country Drive	Black River Falls
Comfort Inn & Suites	715-284-0888	cisbrf@gmail.com	N6295 Holiday Drive	Black River Falls
Days Inn	715-284-4333	daysinn12552@hotmail.com	919 State Highway 54 East	Black River Falls
Ho-Chunk Gaming Black River Falls	800-657-4621	hcgblackriverfalls@ho-chunk.com	W9010 Highway 54 East	Black River Falls
SureStay Plus by Best Western	715-284-9471	gm@bwarrowheadlodge.com	600 Oasis Road	Black River Falls
<b>CABINS &amp; LODGES</b>				
Arpin Cranberry Co	608-378-4333	boblundt65@gmail.com	N4690 McKenna Road	Warrens
Brambleberry Bed & Breakfast	608-525-8001	info@brambleberrywinery.com	N3684 Claire Road	Taylor
Clemins Cottages	414-416-0190	cleminscottages@gmail.com	N367 Maple Lane	Hatfield
Doc's Bunkhouse	715-964-8010	docsbunkhouse@gmail.com	N11702 Elker Road	Merrillan
Hatfield Resort	608-632-2238	hatfieldresort@gmail.com	W8215 County Road J	Hatfield
Hideaway RV Park & Campground	715-284-0700	pamscrossroads@yahoo.com	N6625 Hideaway Road	Black River Falls
Hixton/Alma Center KOA Holiday	715-964-2508	Hixton@koa.com	N9657 State Road 95	Hixton
Living Waters Weddings, Retreats & Cabin Getaway	715-797-7937	livingwaterscabin@gmail.com	N9703 MacArthur Road	Hixton
Lost Falls Campground	715-284-7133	info@lostfalls.com	N2974 E Sunnysvale Road	Black River Falls
Narllh Hatfield Rentals	715-896-1985	narllhrentals@gmail.com	N8759 County Road E	Black River Falls
Parkland Village	715-284-9700	laurie@parklandvillagecampground.com	N6150 Julianna Road	Black River Falls
R&R Cottage	612-369-2300	randy@remembergroup.com	N424 Oakwood Place	Hatfield (Merrillan)
Shane's Cabin	715-213-2505	brandon@jacobycustomcues.com	N965 Riviera Avenue	Neillsville
Tall Timbers Lodge	608-632-2237	davcherltd@yahoo.com	N9624 Beach Lane	Hatfield
Three Bears Resort	608-368-2500	sales@threebearsresort.com	701 Yogi Circle	Warrens
The Cottages on Serenity Lake	715-333-2131	Alisaalicia04@aol.com	N8999 County E	Black River Falls
Thunderbird Village Flea Markets & Lodging	608-989-2275	hatfieldfleamkt@yahoo.com	N9517 Thunderbird Lane	Hatfield





Number of Rooms (R ) or Cabins (C )	Cabin Notes	Pool (P) Sauna (S) Whirlpool (W)	Refrigerator (R) Microwave (M) Kitchen(K)	Fitness Room	Meeting Space	Pets Allowed	Outdoor Electric	Breakfast Available	Internet	Cable TV	Laundry Available	Atv access	Water access (on or near)	Camping Available	Other
54 Rooms		P W	R M		X	X	X	X	X	X	X	X			
75 Rooms		P W	R M	X	X	X	X	X	X	X	X	X			
82 Rooms		P W	R M			X	X	X	X	X	X	X			
182 Rooms		P S W	R M	X	X		X	X	X	X		X			Located on ATV Trail with Wash/Gas Station
133 Rooms		P W	R M	X	X	X	X	X	X	X	X	X	X		Private Pond
1 Cabin & 1 Mobile Home (MH)	Sleeps 6		R M K			X	X			X	MH	X	X	X	Private Pond for swimming and fishing
4 Rooms	Sleeps 1-2	W	R M K						X						Onsite Winery
1 Cabin	Sleeps 6		R M K			X	X		X		X	X			Within walking distance to Lake Arbutus
8 Cabins	Varies		R M K			X	X				X	X		X	RV camping available
6 Cabins	Sleeps 2-6		R M K				X		X	X	X	X	X	X	Within walking distance of Lake Arbutus
25 Sites & 1 Park Model	Sleeps 6					X	X	X		X		X		X	A wooded setting on Levis Creek
3 Cabins	Sleeps 6-10		R M K		X	X	X	X	X	X			X	X	Private Pond for swimming and fishing
1 Cabin & 1 Suite	Sleeps 5 & 2	W	R M K		X	X	X		X	X					Pond on Property
7 Cabins	Sleeps 2-6		R M K				X						X	X	Located on the Black River
2 Cabins			R M K				X		X		X	X			On Atv trail with large heated garage & yard
3 Camp Cabins (CC) 5 Park Models (PM)	CC sleeps 2 PM sleeps 6	P	R M K			X	X		X		X	X	X	X	Pond and Mini Golf
1 Lake House	Sleeps up to 10		R M K						X				X		Located on Lake Arbutus
1 Cabin	Sleeps 10+		R M K				X			X	X	X	X		
1 Lodge	Sleeps 16		R M K				X		X	X	X	X	X	X	Located on Lake Arbutus
93 Rooms & 53 Cabins	Sleep 10-20	P W	R M K	X	X	X		X	X	X	X				Indoor/Outdoor Water Park/Mini Golf/ Arcade/Restaurant and more
3 Cabins	Sleeps 10-35	W	R M K			X			X		X		X		Private Lake, 1/2 mile to ATV Trail Access
3 Properties	Sleeps 28, 14, & 6		R M K		X	X	X	X		X	X	X	X	X	Lake Arbutus



# Accommodations & Campgrounds

**B**lack River Country has many fine accommodation choices for rest and relaxation. There are more than 500 rooms in our hotel and motels, many of which are located right on the ATV trail and some with indoor pool facilities for the entire family. There are also bed and breakfasts, cabins, campgrounds and lodges offering unique hospitality. Come to explore and play, relax and stay.

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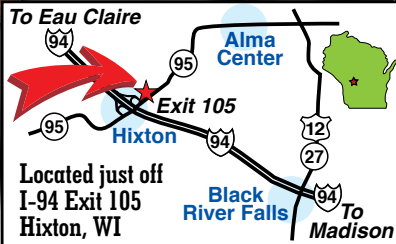
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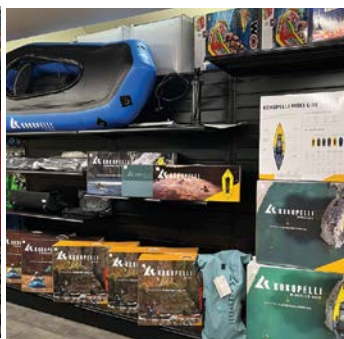


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The library collection includes a variety of books, audiobooks, free downloadable digital books; plus DVDs, magazines, local newspapers, a children's area; and the Jackson County History Room - a center for genealogy and research. Visitors will enjoy free computer and wifi access along with a wide variety of programs and activities, such as, story hour, Lego club, book clubs, music, and adult learning.



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Located in the north central part of Jackson County on Highway 95, Alma Center is known as the “Strawberry Capital” of Wisconsin. Every June, it hosts the Strawberry Festival. For family fun come enjoy the crafts, flea market, parade, carnival and best of all the “Strawberry Shortcake.” Visit the picturesque Turtle Pond Park and experience the peaceful charms of small town Wisconsin.

## BLACK RIVER FALLS

Situated on the banks of the Black River, Black River Falls, the largest city in Jackson County and the county seat, has enjoyed a long and varied history. Originally settled by Jacob Spaulding, the town was destroyed by fire in 1860 and rebuilt in 1861. It has survived several floods and other calamities. Today visitors enjoy boating, fishing, canoeing, rafting, scuba diving, biking and other outdoor events. Visit the historic downtown for great shopping.

Enjoy our numerous parks. Golf our 18-hole course or hike and bike our 4.1-mile Foundation Trail around the city. Frisbee golfing and tennis are available.

## BROCKWAY

The township of Brockway, located on the east side of the Black River, was carved out of Albion in the early 1890's. Natural beauty abounds in the Black River State Forest, Jackson County Forest, Castle Mound State Park and Wazee Lake Recreation Area. The whole family can experience outdoor recreation with extensive ATV, snowmobile, bicycle and hiking trails. Stay at one of our motels, test your luck at the casino or visit a cranberry industry operation. Frisbee golfing is also available.

## CITY POINT

Located in the northeast corner of Jackson County, the township of City Point was created from the town of Sullivan in 1889. Although Sullivan is no longer

around, City Point has survived thanks in part to the timber industry and the many cranberry bogs in the area.

## HATFIELD

The village of Hatfield, nestled in the pines in west central Wisconsin on the border of Jackson and Clark Counties, was one the favorite hunting grounds of the Ho-Chunk Nation. Now it is a friendly resort town and home to Lake Arbutus, an 840 acre lake. We have many vacation accommodations and opportunities for swimming, boating, fishing, water skiing, canoeing, kayaking, ATViing and snowmobiling. Hatfield also hosts several flea markets each year.

## HIXTON

Hixton, located on I-94 at the junction of Highway 95, was an important village in early Jackson County. With the Trempealeau River, and Lowe, Tank, and Stony Creeks' irrigation, rich farmland would be found almost anywhere across the township.





The community hosts several annual celebrations and events. Antique enthusiasts and treasure seekers will enjoy shopping at several fine antique stores in and near the downtown area.

### **MELROSE**

Located 16 miles southwest of Black River Falls, Melrose is a small community nestled in the hills and valleys of the Coulee Region. Melrose hosts several events each year including a 4th of July celebration, Melrose Field Days in July and an annual Corn Boil in August. In addition, Melrose offers recreation for all ages with two parks, ball diamonds, a basketball court, volleyball, canoe rentals and a swimming pool.

### **MERRILLAN**

Merrillan is located 11 miles north of Black River Falls. Oakwood Lake, Halls Creek and Trow Lake are just one mile southeast of town. Summer and winter activities abound. Take a break from your hectic life and

come camping, hiking, fishing and picnicking. In the winter, come to Bruce Mound Winter Sports Area, located three miles from town. State of the art snow making, lighted trails for night skiing, 10 scenic slopes with 5 lifts provide hours of fun for downhill skiing, snowboarding and tubing.

### **MILLSTON**

The town of Millston in south central Jackson County is known as “The Friendly Village”. Small in size but big in spirit, Millston hosts several events during the year – The Millston Car Show in May and the Labor Day Celebration in September. Home to most of the Black River State Forest, the area includes miles of ATV, snowmobile, hiking and ski trails.

### **NORTH BEND**

The village of North Bend is located in the southwest corner of Jackson County. The village is noted for great canoeing and fishing and holds its annual

North Bend Days celebration the third weekend in June. Come enjoy the food, fun, music, canoe races and more.

### **NORTHFIELD**

A friendly dairy community located on I-94 at the junction of Highway 121, Northfield is blessed with scenic rolling hills and beautiful country churches. Each year in August it hosts the York-Northfield Rodeo.

### **TAYLOR**

Taylor, located 14 miles northwest of Black River Falls, is a small village with friendly people ready to greet you. Taylor provides a beautiful wood-side park with a playground, tennis courts, volleyball, baseball and a picnic area. A hiking trail is located along the Trempealeau River. The village celebrates Taylor Old Fashion Days every year. Come and bring the family for food, fun, carnival rides, music and more.



# Things To See & Do



## **KARNER BLUE BUTTERFLY**

Jackson County is home to the Karner Blue Butterfly, a species that was listed as endangered in 1992. Pine barrens, oak savannas and open prairies provide their habitat. Karner Blues depend on the wild lupine plant, a beautiful purple wildflower. The pale green caterpillar feed exclusively on the leaves of the wild lupine.

## **KARNER BLUE GARDEN CLUB**

The Karner Blue Garden Club was formed in 1995 with a strong desire to enhance the beauty of the Black River Falls area. The club generously contributes hundreds of hours each year to maintain 54 flower beds throughout the community and hanging baskets placed along the downtown.

## **LUNDA COMMUNITY CENTER**

The Lunda Community Center, located at 405 State Hwy 54 in Black River Falls, provides facilities and programming to people of all ages to promote healthy lifestyles. The center contains an indoor aquatic center, lap pool, fitness center, indoor walking track, fitness classes, racquetball courts, climbing wall, golf simulator, community gym, Senior Center, Boys and Girls Club, and field house for the Black River Falls School District.

It has been proven that providing access to environments that offer facilities and programming for active lifestyles helps improve health. For more information visit [lundacommunitycenter.com](http://lundacommunitycenter.com) or call 715.670.0790.





## Karner Blue Butterfly Habitat

### **BIRDING HOTSPOT**

Black River Country is known as a birding hot spot in west central Wisconsin. This picturesque region of rugged pine forest offers outstanding birding, especially at Dike 17 on Settlement Road. During the summer, the lush green wetland is alive with activity. Sandhill crane, numerous shorebirds and waterfowl use the area. Kingfisher, heron, egret and several raptor species are also common sights, as are a variety of songbirds that utilize the excellent upland habitat that surrounds the wetlands. One visit and Dike 17 will probably be number one on your list of favorite Wisconsin birding locations.

### **JACKSON COUNTY FAIR PARK**

The Jackson County Fair Park in Black River Falls has modern facilities with dairy, livestock, horse and small animal barns, along with a grandstand and year-round animal arena. The Milt Lunda Memorial Arena hosts figure skating, hockey and open skate October through March. All facilities are available for rent through the city of Black River Falls at 715.284.9246. The park also hosts the annual five-day Jackson County Fair with a rodeo, tractor pull, horse show, demolition derby and other traditional fair events.

### **HO-CHUNK GAMING, BLACK RIVER FALLS**

Ho-Chunk Gaming Black River Falls is nestled in the beautiful Jackson County Forest near Black River Falls, Wisconsin. This modern facility offers the best in gaming with over 750 reel and video slot machines; seven Blackjack tables with various side bets; 3 card Poker, a 500-seat Bingo Hall, over 180 hotel rooms with online reservations, Coffee Shop, and Sundry. W9010 Highway 54 East, Black River Falls. 715-284-9098 or 800-657-4621 or visit [ho-chunkgaming.com](http://ho-chunkgaming.com).



# Things To *See & Do*



## **JUST A QUICK DRIVE: RUSTIC ROAD 54**

The North Settlement Road (R-54), which runs from County Highway O north to Highway 54, is one of Wisconsin's Rustic Roads.

Wisconsin has designated over 60 roads during the past several years to preserve what remains of Wisconsin's scenic, lightly traveled country roads for the leisurely enjoyment of bikers, hikers, and motorists. These roads are all marked with brown and yellow signs and each is assigned a number with an "R" prefix to avoid confusion with the State Trunk highway numbering.

## **ELK**

Elk once again roam the public lands in eastern Jackson County, thanks to a reintroduction project that began in 2015.

In December 2014 a 5-year agreement was reached between Wisconsin and Kentucky that would provide Jackson County with wild elk. The overall goal is to grow the herd to approximately 400 in the Black River Country Elk Range and eventually have an elk hunting season. This plan has strong support from state and local officials as well as wildlife enthusiasts.

There are more than 120 elk now roaming the forests of Jackson County, which has habitat that can support the elk. Many are equipped with radio collars so wildlife officials can continue to monitor them. One potential viewing spot for visitors is to take a drive along North Settlement Road through the Black River State Forest.

If you're lucky enough to see an elk, be sure to take a picture and share it with us!





**FIELD OF HONOR VETERANS MEMORIAL**

Using a pentagon theme, the Field of Honor is built around a 32-foot flag pole which is illuminated from dusk to dawn. The Field of Honor is further enhanced through the use of a series of descriptive monoliths (monuments) which honor veterans of World War I, World War II, the Korean Conflict, and the Vietnam War. Flowers, shrubs, and a vast lawn area surround the Field of Honor in greenery and represent the peace and freedom our veterans have fought to preserve. The two 25-foot flag poles (Prisoner of War/ Missing in Action and the State of Wisconsin) at the entrance to the memorial also complement the setting. It is located next to the Black River Area Chamber of Commerce, 120 N. Water Street, Black River Falls.

**JACKSON COUNTY VETERANS PARK**

The Jackson County Veterans Park was developed by veterans and volunteers to honor veterans in all branches of service. The park has displays of the following: a 1897 model “French 75” artillery, which is the first modern artillery piece used in WWI by the French and United States; a M60A3 Main Battle tank and a Cobra Attack Helicopter. Flags of the United States, MIA/Prisoner of War, and Wisconsin anchor the memorial.

**HIGHGROUND VETERANS MEMORIAL PARK**

The Wisconsin Vietnam Veterans Memorial Project, Inc., also known as The Highground, is a veteran’s memorial park whose mission is healing and education. Founded in 1984, it has become a treasure to the state of Wisconsin. The original tribute honors

Wisconsin’s Vietnam Veterans; however, the park has expanded and now features tributes to WWI, WWII, WASP, and Korean veterans, a National Tribute to Native American Vietnam Veterans as well as a replica Liberty Bell, Meditation Garden, Gold Star, and Dove Effigy Mound. The Highground is open 365 days a year, 24 hours a day. The 140 acre park offers four miles of hiking trails, a handicapped accessible tree house, picnic shelters, public restrooms, and a gift shop open daily from 10am-5pm. The Highground is a grass roots effort with no ongoing federal or state funding and is supported exclusively by public donations. The Highground is located on US Highway 10, four miles west of Neillsville. Guided tours are available. For more information visit [thehighground.org](http://thehighground.org) or call 715-743-4224.



# Jackson County HISTORIC MURALS

The murals can be viewed at the following locations:

## The Black River Dam Mural

120 N. Water Street, Black River Falls

## Republican 105th Anniversary

Corner of Main and Water Street on the Farm Urban Realty building

## Wisconsin Cranberries

Main and S. First Street Black River Falls

## Krueger's Service

Main and N. 1st Street, Black River Falls, on the side of River Haven Spa & Salon

## Hoffman Construction Company

Corner of Main and Water Street, Black River Falls, on the Farm Urban Realty building

## Lunda Construction Company

17 N. Water Street, Black River Falls, on the CARQUEST Auto Parts Building

## Millis Transfer

Main and N. 1st Street, Black River Falls, on the Cozy Corner Tavern building

## Jackson Electric

N6868 County Road F, Black River Falls

## Hagen's Historic A&W Root Beer Stand

2 E. Main Street, Black River Falls

## Historic Melrose

300 Block N. Washington Street, Melrose

## Mosser Lee Mural

W6585 Highway O Village of Millston on the Mosser Lee building

## Mitchell Red Cloud Jr.

Andrew Blackhawk Memorial Grounds, Highway 54 east of Black River Falls

## Mitchell Red Cloud Jr.

Main Street, Black River Falls between Catholic & Baptist Churches

## Deer Capital of Wisconsin

145 E. Main Street, Hixton, on the Hixton Village Hall building

## Moe Family Mural

33 Main Street, Black River Falls, on the Moe Hardware building

## The Jackson County Fair

Jackson County Fair Grounds, Highway 54 W., Black River Falls

## Jackson County Forestry & Parks

W9790 Airport Road on the Forestry & Parks office building

## Brockway Toll Bridge Mural

Corner of Andrews Rd/Hwy 12, Black River Falls

## Town of Brockway Mural

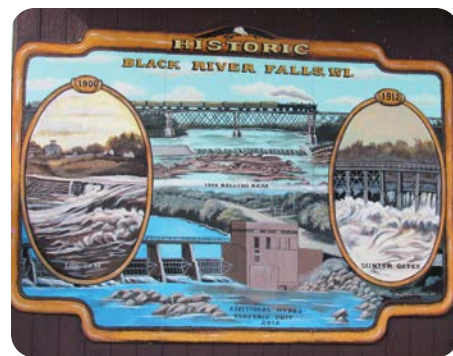
236 Gebhardt Road, Highway 27 S., in front of the BrockwayTown Hall

## The Mindoro Cut

Highway 108, Mindoro, Wisconsin, on the Farmington Town Hall

## The Mindoro Boardwalk

Highway 108, Mindoro, Wisconsin



## FARM MURALS

### Peasley Farm

Corner of N. 1st and Main Street, downtown Black River Falls on the Cozy Corner Tavern building

### Relyea Farm

County Road P, in the Village of Taylor on the Taylor Feed Mill and General Store building

### Arnold Jacobson Farm

Main and 3rd Street Black River Falls, on the Melichar Boundary Company building

### Pfaff Farm

Main and S. 2nd Street Black River Falls



# Black River Area

## Chamber Directory

### ANTIQUES

**Hixton School House  
Antique Mall**  
162 Elder Street  
Hixton, WI 54635  
715-963-3500  
HixtonAntiqueMall.com

**Millers Antiques & Auction CO**  
N8779 Highway 95  
Hixton, WI 54635  
715-299-2543  
facebook.com/wisconsinjunk

**The Merchant General Store**  
216 Main Street  
Black River Falls, WI 54615  
715-284-5700  
themerchantgeneralstore.com

**The Retro Ranch**  
536 Chestnut Street  
Black River Falls, WI 54615  
715-670-0333  
TheRetroRanch.com

### APARTMENT RENTALS

**S.C. Swiderski, LLC**  
N6695 Riverview Drive  
Black River Falls WI 54615  
715-814-5856  
scswiderski.com

### ATTRACTIONS/ RECREATION

**Bear Bogging Adventure Tours-  
A Polaris Adventure Outfitter**  
100 Oasis Road  
Black River Falls, WI 54615  
121 Cranfest Drive  
Warrens, WI 54666  
920-253-5626  
bearbogging.com

**Cain's Orchard**  
W13885 Cain Road  
Hixton, WI 54635  
715-963-2052  
cainsorchard.com

**Doc's Bunkhouse**  
N11702 Elker Road  
Merrillan, WI 54754  
715-964-8010  
docsbunkhouse.com

**Ho-Chunk Gaming Black River  
Falls**  
W9010 Highway 54  
Black River Falls, WI 54615  
1-800-657-4621  
Ho-chunkgaming.com/  
blackriverfalls

**Jackson County Agricultural  
Society (Jackson County Fair)**  
388 Melrose Street  
Black River Falls, WI 54615  
jacksoncountyfairwi.com

**Jackson County Farmers Market**  
Diploma Drive  
Black River Falls, WI 54615  
715-284-6012  
jcfarmmarket.org

**Jackson County Forestry & Parks**  
W9790 Airport Road  
Black River Falls, WI 54615  
715-284-8475  
co.jackson.wi.us

**Jackson County Historical  
Society**  
321 Main Street  
Black River Falls, WI 54615  
715-284-5314  
facebook.com/JacksonCounty  
HistoricalSocietyWisconsin

**Kris Wrobel Magic Show**  
Hixton, WI  
715-963-3608  
facebook.com/kwmagicshow

**La Crosse Loggers Baseball**  
1225 Caledonia Street  
La Crosse, WI 54603  
608-796-9553  
lacrosseloggers.com

**Lunda Community Center, Inc**  
405 State Highway 54  
Black River Falls, WI 54615  
715-670-0790  
lundacommunitycenter.com

**Millston Area Museum**  
W6665 Berry Street  
Millston, WI 54643  
715-299-2414  
millstonareamuseum.com

**Skyline Golf Course**  
612 North 11th Street  
Black River Falls, WI 54615  
715-284-2613  
golfskyline.com

**Three Bears Resort**  
701 Yogi Circle  
Warrens, WI 54666  
608-368-2500  
threebearsresort.com

**Thunderbird Village Flea  
Markets & Lodging**  
N9517 Thunderbird Lane  
Hatfield, WI 54754  
608-989-2275  
thunderbirdvillage.net

### ATV/UTV/SNOWMOBILE/ MOTORCYCLE

**Bear Bogging Adventure Tours-  
A Polaris Adventure Outfitter**  
100 Oasis Road  
Black River Falls, WI 54615  
121 Cranfest Drive  
Warrens, WI 54666  
920-253-5626  
bearbogging.com

**Black River Power Sports, Inc.**  
N6359 County Drive  
Black River Falls, WI 54615  
715-284-2600  
facebook.com/  
BlackRiverPowerSports

**Jackson County ATV  
Association, Inc.**  
PO Box 871  
Black River Falls, WI 54615  
715-284-0535  
jcatv.org

**Jackson County Forestry & Parks**  
W9790 Airport Road  
Black River Falls, WI 54615  
715-284-8475  
co.jackson.wi.us

**Jackson County Trail Riders**  
103 Main Street  
Warrens, WI 54666  
608-378-4290  
facebook.com/groups/  
JacksonCountyTrailRiders

**Keytime Motorsports, LLC**  
103 Main Street  
Warrens, WI 54666  
608-378-4290  
keytimemotorsports.com

**SRE Outdoors, LLC**  
800 Oasis Road  
Black River Falls, WI 54615  
833-392-3589  
sregear.com

**Wood Sales & Service, Inc.**  
N5931 State Highway 54  
Black River Falls, WI 54615  
715-284-9438  
woodsaleservice.com

### AUTOMOTIVE

**Gross Motors of Black River Falls**  
1011 Commerce Drive  
Black River Falls, WI 54615  
715-284-5425  
grossbrf.com

**Riverside Auto Sales**  
N5856 Highway 54 West  
Black River Falls, WI 54615  
715-284-4525  
riversideautosales.com

**Riverside Van Rental Inc**  
N5856 Highway 54 West  
Black River Falls, WI 54615  
715-284-4525  
riversideautosales.com

**Theisen's Home-Farm-Auto**  
616 State Highway 54  
Black River Falls, WI 54615  
715-284-1275  
theisens.com

**Toybox Rides Inc**  
N5856 Highway 54 West  
Black River Falls, WI 54615  
715-670-0209  
toyboxrides.com

**Wal-Mart**  
611 Highway 54 East  
Black River Falls, WI 54615  
715-284-2434  
walmart.com

### BEAUTY/NAILS/TANNING

**Black River Falls Studio 107 LLC**  
310 County Highway A  
Black River Falls, WI 54615  
715-284-2131  
brfstudio107.com

**Lashing Impressions**  
25 S. 2nd Street, Suite 1  
Black River Falls, WI 54615  
715-670-0092  
facebook.com/  
lashingimpressionsbrf

**Reflections on Water**  
212 Main Street  
Black River Falls, WI 54615  
715-284-2826  
facebook.com/reflectionsonwater

### BREWERIES

**Sand Creek Brewing Company**  
320 Pierce Street  
Black River Falls, WI 54615  
715-284-7553  
sandcreekbrewing.com

### CABINS & LODGES

**Arpin Cranberry Co**  
N4690 McKenna Road  
Warrens, WI 54666  
608-378-4333  
arpincranberry.com

**Bramleberry Bed & Breakfast**  
N3684 Claire Road  
Taylor, WI 54659  
608-525-8001  
brambleberrywinery.com

**Clemins Cottages**  
N367 Maple Lane  
Hatfield, WI 54754  
414-416-0190  
cleminscottages.com

**Doc's Bunkhouse**  
N11702 Elker Road  
Merrillan, WI 54754  
715-964-8010  
docsbunkhouse.com

**Hatfield Resort**  
W8215 County Road J  
Hatfield, WI 54754  
608-632-2238  
hatfieldresort.com

**Hixton/Alma Center KOA Holiday**  
N9657 State Road 95  
Alma Center, WI 54611  
715-964-2508  
hixtonkoa.com



## CABINS & LODGES *continued*

**Living Waters Weddings, Retreats & Cabin Getaways**  
N9703 MacArthur Road  
Hixton, WI 54635  
715-797-7937  
livingwatersevents.com

**Lost Falls Campground**  
N2974 East Sunnyvale Road  
Black River Falls, WI 54615  
715-284-7133  
lostfalls.com

**Narllh Hatfield Rentals**  
N8759 County Road E  
Black River Falls, WI 54615  
715-896-1985  
www.airbnb.com/  
rooms/608824032998745561

**Parkland Village Campground**  
N6150 Julianna Road  
Black River Falls, WI 54615  
715-284-9700  
parklandvillagecampground.com

**R&R Cottages**  
N424 Oakwood Place  
Merrillan, WI 54754  
612-369-2300  
rnrcottages.com

**Shane's Cabin**  
N965 Riviera Avenue  
Neillsville, WI 54456  
715-213-2505

**Tall Timbers Lodge**  
N9624 Beach Lane  
Hatfield, WI 54754  
608-632-2237  
vrbo.com/1830729

**The Cottages on Serenity Lake**  
N8999 County Road E  
Black River Falls, WI 54615  
715-333-2131  
cottagesonserenitylake.com

**Three Bears Resort**  
701 Yogi Circle  
Warrens, WI 54666  
608-368-2500  
threebearsresort.com

**Thunderbird Village Flea Markets & Lodging**  
N9517 Thunderbird Lane  
Hatfield, WI 54754  
608-989-2275  
thunderbirdvillage.net

## CAMPGROUNDS

**Arpin Cranberry Co**  
N4690 McKenna Road  
Warrens, WI 54666  
608-378-4333  
arpincranberry.com

**Doc's Bunkhouse**  
N11702 Elker Road  
Merrillan, WI 54754  
715-964-8010  
docsbunkhouse.com

**Hatfield Resort**  
W8215 County Rd J  
Merrillan, WI 54754  
715-333-6600  
hatfieldresort.com

**Hideaway RV Park & Campground**  
N6625 Hideaway Road  
Black River Falls, WI 54615  
715-284-0700  
hideawayrvparkandcampground.com

**Hixton/Alma Center KOA Holiday**  
N9657 State Road 95  
Alma Center, WI 54611  
715-964-2508  
hixtonkoa.com

**Lost Falls Campground**  
N2974 East Sunnyvale Road  
Black River Falls, WI 54615  
715-284-7133  
lostfalls.com

**McSweet's Irish Pub & Resort**  
N6600 Riverview Drive  
Black River Falls, WI 54615  
715-284-3020  
facebook.com/McSweets-Irish-Pub

**Parkland Village Campground**  
N6150 Julianna Road  
Black River Falls, WI 54615  
715-284-9700  
parklandvillagecampground.com

## CATERING

**Falls Meat Service**  
13212 Main Street  
Pigeon Falls, WI 54760  
715-983-2211  
fallsmeatservice.com

**Perkins Restaurant & Bakery**  
N6209 Oasis Road  
Black River Falls, WI 54615  
715-284-2223  
perkinsrestaurants.com

**Re-Pete's Saloon & Grill**  
300 Gebhardt Road  
Black River Falls, WI 54615  
715-284-3322  
repetessaloonandgrill.com

**Revolution Coffee**  
38 Main Street  
Black River Falls, WI 54615  
715-670-0707  
revbrf.com

**Rozario's Pizza**  
42 N 1st Street  
Black River Falls, WI 54615  
715-284-0006  
rozariospizza.com

**Three Bears Resort**  
701 Yogi Circle  
Warrens, WI 54666  
608-368-2500  
threebearsresort.com

**Viva Cinco De Mayo**  
109 Main Street  
Black River Falls, WI 54615  
715-284-5001  
cincodemayoblackriverfalls.com

## CHILDCARE

**Boys and Girls Club - Lunda Center**  
405 State Highway 54 Suite B  
Black River Falls, WI 54615  
715-284-4005  
cvclubs.org

**Children's Learning Village Montessori Academy**  
N6431 Lumberjack Guy Road  
Black River Falls, WI 54615  
715-284-7987  
clvma.com

## CLEANING SERVICES

**Serene Clean**  
107 Fillmore Street  
Black River Falls WI 54615  
715-207-4270  
brfcleaningservices.com

**ServiceMaster of Clark & Jackson County**  
8791 County Road V  
Chili, WI 54420  
715-743-7007  
servicemasterofcandj.com

## CONSTRUCTION/ CONTRACTORS

**Coule Region Landscape & Design**  
N5186 State Highway 54  
Black River Falls, WI 54615  
608-797-4473  
couleerregionlandscape.com

**Derousseau Heating & Cooling Inc**  
203 South Roosevelt Road  
Black River Falls, WI 54615  
715-284-2401  
derousseauheatcool.com

**Dynamic Audio & Video LLC**  
1037 Pine Street  
Black River Falls, WI 54615  
715-896-1599  
dynamicaudio-video.com

**Gaier Construction Corporation**  
129 West 2nd Street  
Black River Falls, WI 54615  
715-284-9707  
gaierconstruction.com

**Hoffman Construction**  
123 County Road A  
Black River Falls, WI 54615  
715-284-2512  
hoffmanconstructionco.com

**Sampson Heating & Air Conditioning Inc**  
128 West Main Street  
Hixton, WI 54635  
715-963-2921  
sampsinsonc.com

**Seamless Roofs LLC**  
7418 Dellview Road  
Sparta, WI 54656  
608-844-4933  
seamlessroofsllc.com

**Slaby and Associates**  
1100 John P Livesey Boulevard  
Verona, WI 53593  
608-845-2290  
kswconstruction.com

## COFFEE SHOP

**Revolution Coffee**  
38 Main Street  
Black River Falls, WI 54615  
715-670-0707  
revbrf.com

## CONVENIENCE STORE

**Crossroads/Jacks or Better**  
117 E. 2nd Street  
Black River Falls, WI 54615  
(715) 284-8877  
crossroadsconvenience.com

**Hatfield Resort**  
W8215 County Road J  
Hatfield, WI 54754  
608-632-2238  
hatfieldresort.com

## Kwik Trip # 648

751 Highway 54 East  
Black River Falls, WI 54615  
715-284-9247  
kwiktrip.com

## Kwik Trip #240

15 County Highway A  
Black River Falls, WI 54615  
715-284-2645  
kwiktrip.com

## Whitetail Crossing & Smoke Shop

W9040 State Highway 54 East  
Black River Falls, WI 54615  
715-284-4841  
whitetailcrossing.com

## ELDER CARE / SERVICES

**Jackson County Interfaith Volunteer Caregivers**  
1451 Tyler Street  
Black River Falls, WI 54615  
715-284-7058  
jcivc.org

**Pine View Care Center**  
400 County Road R  
Black River Falls, WI 54615  
715-284-5396  
pineviewcarecenter.com

**Pine View Terrace**  
404 County Road R  
Black River Falls, WI 54615  
715-284-7077  
pvtterrace.com

## FINANCIAL

**Anderson Financial**  
400 Harrison Street  
Black River Falls, WI 54615  
715-446-4500  
andersonfinancialbrf.com

**Bank First**  
110 W. Veterans St  
Tomah WI, 54660  
608-372-2265  
bankfirst.com

**Black River Country Bank**  
221 Main Street  
Black River Falls, WI 54615  
715-284-9448  
brcbank.com

**Clifton Larson Allen LLP**  
435 Julie Street  
Tomah, WI 54660  
608-372-2177  
claconnect.com

**Co-op Credit Union**  
100 East Main Street  
Black River Falls, WI 54615  
715-284-5333  
co-opcu.com

**Edward Jones Investments**  
133 Main Street  
Black River Falls, WI 54615  
715-284-0883  
edwardjones.com

**First Nations Community Financial**  
206 South Roosevelt Road  
Black River Falls, WI 54615  
715-284-2470  
firstnationsfinancial.org

**Generations Wealth Strategies**  
304 Main Street  
Black River Falls, WI 54615  
715-284-5433  
generationswealthstrategies.com



**NFP Retirement**

W9383 County Road K  
Merrillan, WI 54754  
608-234-7407  
nfp.com

**North Point Advisor Group**

503 North Water Street  
Black River Falls, WI 54615  
715-284-2240  
northpointadvisorgroup.com

**Security Financial Bank**

8 Main Street  
Black River Falls, WI 54615  
715-284-5341  
sfbank.com

**Union State Bank**

445 N Water Street  
Black River Falls, WI 54615  
608-786-0600  
usbwestsalem.com

**Waumandee State Bank**

203 Main Street  
Black River Falls, WI 54615  
715-284-5321  
waumandeebank.com

**FUNERAL PLANNING****Badger Flag Pole & Monument**

N6731 County Road A  
Black River Falls, WI 54615  
715-284-2798  
facebook.com/Badger-Flag-Pole-Monument

**Buswell Funeral Home**

106 South 2nd Street  
Black River Falls, WI 54615  
715-284-2231  
buswellfh.com

**Jensen-Modjeski Funeral Home**

128 South Hoffman Street  
Hixton, WI 54635  
715-963-2311  
jensenmodjeskifh.com

**Torgerson's Funeral Services**

408 North Water Street  
Black River Falls, WI 54615  
715-284-4321  
torgersonfh.com

**Schiefelbein Funeral Home**

13507 7th Street  
Osseo, WI 54758  
715-597-3711  
schiefelbeinfh.com

**GOVERNMENT/  
EDUCATION****Children's Wisconsin**

W1109 Rogers Rd  
Black River Falls, WI 54615  
715-284-3001  
facebook.com/brfchw

**City of Black River Falls**

101 South 2nd Street  
Black River Falls, WI 54615  
715-284-2315  
blackriverfalls.com/city-hall

**Forward Service Corporation**

4600 American Parkway  
Suite 301  
Madison, WI 53718  
608-665-9362  
fsc-corp.org

**Ho-Chunk Nation**

W9184 Airport Road  
Black River Falls, WI 54615  
1-800-294-9343  
Ho-chunknation.com

**Jackson Correctional Institution**

N6500 Haipeke Road  
Black River Falls, WI 54615  
715-284-7321  
wi-doc.com

**Jackson County Forestry & Parks**

W9790 Airport Road  
Black River Falls, WI 54615  
715-284-8475  
co.jackson.wi.us

**Millston Area Museum**

W6665 Berry Street  
Millston, WI 54643  
715-299-2414  
millstonareamuseum.com

**School District of  
Black River Falls**

301 North 4th Street  
Black River Falls, WI 54615  
715-284-4357  
brf.org

**Western Dairyland EOC**

23122 Whitehall Road  
Independence, WI 54747  
715-896-7511  
successfulbusiness.org

**Western Technical College**

24 Fillmore Street  
Black River Falls, WI 54615  
715-284-2253  
westerntc.edu

**GROCERY****Falls Meat Service**

13212 Main Street  
Pigeon Falls, WI 54760  
715-983-2211  
fallsmeatsservice.com

**First Fruits Common Market**

25 South 1st Street  
Black River Falls, WI 54615  
715-284-5000  
facebook.com/First-Fruits-Common-Market

**Hansen's IGA**

449 County Road A  
Black River Falls, WI 54615  
715-284-4308  
hansensiga.com

**Jackson County Farmers Market**

Diploma Drive  
Black River Falls, WI 54615  
715-284-6012  
jcfarmmarket.org

**Wagner Family Meats LLC**

N5228 Cloverdale Road  
Black River Falls, WI 54615  
715-284-2606  
wagnerfamilymeats.com

**Wal-Mart**

611 Highway 54 East  
Black River Falls, WI 54615  
715-284-2434  
walmart.com

**HARDWARE****Moe Hardware & Sporting Goods**

33 Main Street  
Black River Falls, WI 54615  
715-284-4621  
moehardware.com

**Scholze ACE Home Center**

133 County Road A  
Black River Falls, WI 54615  
715-284-4454  
scholzeace.com

**Theisen's Home-Farm-Auto**

616 State Highway 54  
Black River Falls, WI 54615  
715-284-1275  
theisens.com

**HEALTH/WELLNESS****Advanced Mobility LLC**

449 N Water Street  
Black River Falls, WI 54615  
715-456-3557  
advancedmobilitywi.net

**B-Home Services & Supplies**

311 County Highway A  
Black River Falls, WI 54615  
715-284-3670  
brmh.net/services/home-based

**Black River Chiropractic Clinic**

126 South 2nd Street  
Black River Falls, WI 54615  
715-284-2915  
blackriverchiro.com

**Black River Falls Clinic Pharmacy**

610 West Adams Street  
Black River Falls, WI 54615  
715-284-4089  
stores.healthmart.com/  
blackriverfallsparmacy

**Black River Healthcare Clinic**

711 West Adams Street  
Black River Falls, WI 54615  
715-284-5361  
brmh.net/clinic

**Black River Memorial Hospital**

711 West Adams Street  
Black River Falls, WI 54615  
715-284-5361  
brmh.net

**Chippewa Valley Orthopedics  
and Sports Medicine**

1200 OakLeaf Way Suite A  
Altoona, WI 54720  
715-839-1774  
cvosm.com

**Community Dental**

716 West Adams Street  
Black River Falls, WI 54615  
715-284-9409  
blackriverfallsdentist.com

**Family Health Center of  
Marshfield, Inc. Black River Falls  
Dental Center**

N6571 Lumberjack Guy Road  
Black River Falls, WI 54615  
715-670-0400  
familyhealthcenter.org

**Footprints in Time Midwifery &  
Family Services**

502 Main Street  
Black River Falls, WI 54615  
715-284-2003  
footprintsmidwifery.com

**Gateways Counseling  
Services, LLC**

125 Fillmore Street,  
Black River Falls, WI 54615  
715-898-1665  
gatewayscounseling.net

**Gundersen Eye Clinic  
Black River Falls**

601 West Adams Street  
Black River Falls, WI 54615  
715-284-9451  
gundluth.org

**Jackson in Action**

421 County Rd R  
Black River Falls, WI 54615  
715-284-1330  
jacksoninaction.org

**Krohn Clinic**

610 West Adams Street  
Black River Falls, WI 54615  
715-284-4311  
krohnclinic.com

**Lunda Community Center, Inc**

405 State Highway 54  
Black River Falls, WI 54615  
715-670-0790  
lundacommunitycenter.com

**Nothwoods Therapy Associates**

1200 OakLeaf Way, Suite B  
Altoona, WI 54720  
715-670-0310  
northwoodstherapy.com

**Rainbow Rock REIKI  
Wellness Center**

25 South 2nd Street, Suite #2  
Black River Falls, WI 54615  
715-299-7462  
facebook.com/rainbowrockreiki

**Reflections on Water**

212 Main Street  
Black River Falls, WI 54615  
715-284-2826  
facebook.com/reflectionsonwater

**Riverside Nutrition**

18 Main Street  
Black River Falls, WI 54615  
715-284-2442  
facebook.com/  
RiversideNutritionBRF

**HOLISTIC HEALTH****Anointed With Oil**

Black River Falls, WI 54615  
youngliving.org/anointedwithoil

**Morden A Feeling, LLC**

310 County Road A  
Black River Falls, WI 54615  
608)484-0043  
Mordenafeeling.com

**Rainbow Rock REIKI  
Wellness Center**

25 South 2nd Street, Suite #2  
Black River Falls, WI 54615  
715-299-7462  
facebook.com/rainbowrockreiki

**Reflections on Water**

212 Main Street  
Black River Falls, WI 54615  
715-284-2826  
facebook.com/reflectionsonwater

**The Meditation Station LLC**

206 S Roosevelt Road, Suite 119  
Black River Falls, WI 54615  
715-896-7919  
themeditationstationllc.com

**The Reiki Clinic at Brambleberry**

N3684 Claire Road  
Taylor, WI 54659  
608-525-8001  
brambleberrywinery.com



## HOTELS & MOTELS

### AmericInn

N6356 Country Drive  
Black River Falls, WI 54615  
715-284-3320  
americinn.com/hotels/wi/  
blackriverfalls

### Comfort Inn & Suites

N6295 Holiday Drive  
Black River Falls, WI 54615  
715-284-0888  
choicehotels.com/hotel/wi220

### Days Inn

919 State Highway 54 East  
Black River Falls, WI 54615  
715-284-4333  
daysinn.com

### Ho-Chunk Gaming

**Black River Falls**  
W9010 Highway 54  
Black River Falls, WI 54615  
1-800-657-4621  
Ho-chunkgaming.com/  
blackriverfalls

### Sure Stay Plus by Best Western

600 Oasis Road  
Black River Falls, WI 54615  
715-284-9471  
bestwestern.com

### Three Bears Resort

701 Yogi Circle  
Warrens, WI 54666  
608-368-2500  
threebearsresort.com

## INSURANCE

### American Family Insurance - Shawn Johnson Agency

920 Fillmore Street  
Black River Falls, WI 54615  
715-284-4113  
amfam.com

### Karen Stai Koenigs Insurance Agency Inc.

323 County Road A  
Black River Falls, WI 54615  
715-284-4020  
karenkoenigs.com

### Norgaard Insurance Agency

N5881 Highway 54 West  
Black River Falls, WI 54615  
715-284-5115  
norgaardagency.com

### The Insurance Center - James Dingeldein

701 Sand Lake Road  
Onalaska, WI 54650  
608-783-6441  
ticinsurance.com

### Tricor Inc

609 State Highway 54 Suite 100  
Black River Falls, WI 54615  
715-284-4980  
tricolorinsurance.com

## MANUFACTURING

### D & S Manufacturing

301 East Main Street  
Black River Falls, WI 54615  
715-284-5376  
dsmfg.com

### Land O'Lakes, Inc.

W9912 West Bauer Road  
Black River Falls, WI 54615  
715-284-8871  
lolmilkreplacer.com

### Mosser Lee Company

W6585 Highway O  
Millston, WI 54643  
715-284-2296  
mosserlee.com

### Nelson Global Products

915 Red Iron Road  
Black River Falls, WI 54615  
715-284-3843  
nellsongp.com

### Regal Rexnord

W9919 West Bauer Road  
Black River Falls, WI 54615  
715-284-3944  
regalrexnord.com

## NEWS/MEDIA/RADIO

### Banner Journal & The Shopper

409 East Main Street  
Black River Falls, WI 54615  
715-284-4304

### Central Wisconsin Broadcasting & CWB Digital Solutions

1201 E. Division Street  
Neillsville, WI 54456  
715-743-3333  
cwbradio.com

### Magnum.Media

1021 North Superior Avenue,  
Suite 5  
Tomah, WI 54660  
608-372-9600  
magnumbroadcasting.com

### Taylor Media

405 Van Buren Street  
Black River Falls, WI 54615  
715-896-3132  
facebook.com/JackTaylorMedia

### WHTL Radio

N35609 Highway 53  
Whitehall, WI 54773  
715-538-4341  
whltradio.com

### WKBT-TV | Phase 3 Digital

141 6th Street South  
La Crosse, WI 54601  
608-782-4678  
news8000.com

### WWIS Radio

W11573 Town Creek Road  
Black River Falls, WI 54615  
715-284-4391  
wwisradio.com

## NON-PROFIT

### Alzheimer's Association

2820 Walton Commons, Suite 132  
Madison, WI 53718  
608-338-8015  
facebook.com/groups/  
walktoendalzheimersblackriverfalls

### American Red Cross - Southwest Wisconsin Chapter

608-400-7241  
redcross.org

### Aptiv

720 Red Iron Road  
Black River Falls, WI 54615  
715-284-2546  
aptiv.org

### Black River Area Community Band

PO Box 383  
Black River Falls, WI 54615  
715-284-4479  
bracband.org

### Black River Falls Athletic Boosters, Inc.

PO Box 1147  
Black River Falls, WI 54615  
facebook.com/pg/Black-River-  
Falls-Athletic-Booster-Club

### Black River Falls Downtown Association

PO Box 27  
Black River Falls, WI 54615  
715-284-2503  
downtownblackriverfalls.com

### Black River Youth Hockey

PO Box 463  
Black River Falls, WI 54615  
blackriveryouthhockey.com

### Boys and Girls Club - Lunda Center

405 State Highway 54 Suite B  
Black River Falls, WI 54615  
715-284-4005  
cvclubs.org

### Children's Learning Village Montessori Academy

N6431 Lumberjack Guy Road  
Black River Falls, WI 54615  
715-284-7987

### Children's Wisconsin

W11109 Rogers Rd  
Black River Falls, WI 54615  
715-284-3001  
facebook.com/brfchw

### First Nations Community Financial

206 South Roosevelt Road  
Black River Falls, WI 54615  
715-284-2470  
firstnationsfinancial.org

### Friends of the Black River

PO Box 475  
Black River Falls, WI 54615  
715-284-2087  
friendsoftheblackriver.org

### Friends Sharing Food

411 Gebhardt Road  
Black River Falls, WI 54615  
715-299-4491

### Jackson County Agricultural Society (Jackson County Fair)

388 Melrose Street  
Black River Falls, WI 54615  
jacksoncountyfairwi.com

### Jackson County ATV Association, Inc.

PO Box 871  
Black River Falls, WI 54615  
715-284-0535  
jcatv.org

### Jackson County Farmers Market

Diploma Drive  
Black River Falls, WI 54615  
715-284-6012  
jcfarmmarket.org

### Jackson County Historical Society

321 Main Street  
Black River Falls, WI 54615  
715-284-5314  
facebook.com/JacksonCounty  
HistoricalSocietyWisconsin

### Jackson County Crime Stoppers

30 N 3rd Street  
Black River Falls, WI 54615  
1-800-228-3203  
jacksoncountycrimestoppers.com

### Jackson County Interfaith Volunteer Caregivers

1451 Tyler Street  
Black River Falls, WI 54615  
715-284-7058  
jcivc.org

### Jackson County Tavern League

P.O. Box 465  
Black River Falls, WI 54615  
tlw.org

### Jackson County Trail Riders

103 Main Street  
Warrens, WI 54666  
608-378-4290  
facebook.com/groups/  
JacksonCountyTrailRiders

### Jackson in Action

421 County Rd R  
Black River Falls, WI 54615  
715-284-1330  
jacksoninaction.org

### Karner Blue Garden Club

PO Box 809  
Black River Falls, WI 54615  
715-284-0966

### Lunda Community Center, Inc

405 State Highway 54  
Black River Falls, WI 54615  
715-670-0790  
lundacommunitycenter.com

### Merrillan Lions Club

Merrillan, WI 54754  
715-896-3340  
facebook.com/merrillanlions

### Millston Area Museum

W6665 Berry Street  
Millston, WI 54643  
715-299-2414  
millstonareamuseum.com

### Republican Party of Jackson County Wisconsin

16 North Water Street  
Black River Falls, WI 54615  
715-670-1716  
jacksonwigop.org

### Rotary Club of Black River Falls

PO Box 734  
Black River Falls, WI 54615  
715-284-1301  
brfrotary.org

### Spaulding Place Cooperative

1374 Van Buren Street  
Black River Falls, WI 54615  
715-284-8400  
spauldingplace.com

### Warrens Area Business Association

28702 County Highway EW  
Warrens, WI 54666  
visitwarrens.com

### Western Dairyland EOC

23122 Whitehall Road  
Independence, WI 54747  
715-896-7511  
successfulbusiness.org

### #Willpproject

W11945 Prindle Road  
Alma Center, WI 54611  
715-797-4723  
facebook.com/groups/  
willpproject/about

### West Central WI Society for HR Management

PO Box 284  
Tomah, WI 54660  
wcv.shrm.org



## PET CARE

**Creekside Kennels LLC**  
N3522 Dodge Road  
Black River Falls, WI 54615  
715-896-2967  
creeksidekennelsgsd.com

**K-9 Country Lodge**  
W11864 County Road C  
Black River Falls, WI 54615  
715-284-3647  
k9countrylodge.com

**Northwood Vet Service**  
N6630 County Highway A  
Black River Falls, WI 54615  
844-284-8387  
northwoodvet.com

## PROFESSIONAL SERVICES

**Advanced Mobility LLC**  
449 N Water Street  
Black River Falls, WI 54615  
715-456-3557  
advancedmobilitywi.net

**Badger Flag Pole & Monument**  
N6731 County Road A  
Black River Falls, WI 54615  
715-284-2798  
facebook.com/Badger-Flag-Pole-Monument

**Bauernfeind Business Technologies Inc**  
3516 Downwind Drive  
Marshfield, WI 54449  
715-384-5232  
b-bt.com

**Black River Tattoo & Cigar**  
28 Main Street  
Black River Falls, WI 54615  
715-284-8282  
blackrivertattoo@yahoo.com

**Custom Heating & Cooling/Dale's Refrigeration**  
25 N 2nd Street  
Black River Falls WI 54615  
715-284-5931  
dalesref.com

**Dempsey Law Firm, LLP**  
132 Main Street  
Black River Falls, WI 54615  
920-235-7300  
dempseylaw.com

**Falls Meat Service**  
13212 Main Street  
Pigeon Falls, WI 54760  
715-983-2211  
fallsmeatservice.com

**Forward Service Corporation**  
4600 American Parkway  
Suite 301  
Madison, WI 53718  
608-665-9362  
fsc-corp.org

**German Hill Equipment**  
11 East Washington Street  
Black River Falls, WI 54615  
715-284-2411

**GOGO Charters Fort McCoy**  
Fort McCoy, WI 54656  
855-826-6770  
gogocharters.com/fort-mccoy-charter-bus

**Hixton Ridge Taxidermy**  
W12643 Charcoal Road  
Hixton, WI 54635  
715-299-5410  
facebook.com/hixtonridge-taxidermy

**Hurlburt & Remus Surveying Inc**  
W12679 County Road P  
Black River Falls, WI 54615  
715-284-9337  
hr-surveying.com

**Integrity Audit & Tax**  
206 S. Roosevelt Road, Suite 143  
Black River Falls, WI 54615  
715-670-3066  
facebook.com/integrityaudittax

**Kamduke Web Designs**  
W11428 Alderman St  
Humbird, WI 54746  
715-896-4094  
kamdukewebdesigns.com

**Kris Wrobel Magic Show**  
Hixton, WI  
715-963-3608  
facebook.com/kwmagicshow

**M & M Sports of Black River Falls, LLC**  
20 Main Street  
Black River Falls, WI 54615  
715-284-3352

**Matthew Graham- People's Platform**  
N2773 Thundercloud Road  
Black River Falls, WI 54615  
715-896-0663

**Northern Family Farms, LLP**  
W10757 Jeffrey Road  
Merrillan, WI 54754  
715-333-2661  
northernfamilyfarms.com

**Ripp Distributing Co Inc**  
819 North Alder Street  
Black River Falls, WI 54615  
715-284-9866  
rippdistco.com

**Tammy's Tours and Travel LLC**  
W15891 State Hwy 121  
Hixton, WI 54635  
715-579-4231  
facebook.com/TammysToursandTravelLLC

**The Print Shop**  
415 East Main Street  
Black River Falls, WI 54615  
715-284-9161  
theprintshopbrf.com

**Vision Design Group Inc**  
370 W 2nd Street, Suite 256  
Winona, MN 55987  
507-453-0767  
visiondesign.com

## REAL ESTATE

**Black River Country Abstract Company - A Division of Schuster-Campman Abstract & Title Co, LLC**  
208 Main Street  
Black River Falls, WI 54615  
715-284-9660  
brcatitle.com

**Clearview Realty**  
447 N Water Street  
Black River Falls, WI 54615  
715-284-8439  
clearviewrealty.com

**Coldwell Banker River Valley Realtors**  
304 Main Street  
Black River Falls, WI 54615  
715-284-9055  
cbrivervalley.com

**Jane Tande - Keller Williams Diversified Realty**  
4330 Golf Terrace  
Eau Claire, WI 54701  
715-896-2540  
janietande.kw.com

**River Valley Title Group, LLC**  
304 Main Street  
Black River Falls, WI 5461  
715-318-4434  
rivervalleytitlegroup.com

**Slaby and Associates**  
1100 John P Livesey Boulevard  
Verona, WI 53593  
608-845-2290  
kswconstruction.com

**Spaulding Place Cooperative**  
1374 Van Buren Street  
Black River Falls, WI 54615  
715-284-8400  
spauldingplace.com

**Weiss Realty LLC**  
544 North Roosevelt Road  
Black River Falls, WI 54615  
715-896-0154  
weisschoice.com

## RECREATIONAL RENTALS

**Bear Bogging Adventure Tours-A Polar Adventure Outfitter**  
100 Oasis Road  
Black River Falls, WI 54615  
121 Cranfest Drive  
Warrens, WI 54666  
920-253-5626  
bearbogging.com

**Black River Express Canoe Rental**  
301 South Washington Street  
Melrose, WI 54642  
608-488-7017  
facebook.com/pages/Black River Express Canoe Rental

**Lost Falls Campground**  
N2974 East Sunnysvale Road  
Black River Falls, WI 54615  
715-284-7133  
lostfalls.com

**Moe Hardware & Sporting Goods**  
33 Main Street  
Black River Falls, WI 54615  
715-284-4621  
moehardware.com

## RESTAURANTS

**BJ's Airport Bar and Grill**  
W9944 Airport Road  
Black River Falls, WI 54615  
715-284-4080  
bjsairportbarandgrill.com

**Castle Hill Supper Club**  
N9581 U.S. Highway 12  
Merrillan, WI 54754  
715-333-5901  
castlehillsupperclub.com

**Crossroads/Jacks or Better**  
117 E. 2nd Street  
Black River Falls, WI 54615  
(715) 284-8877  
crossroadsconvenience.com

**Culvers of Black River Falls**  
925 Commerce Drive  
Black River Falls, WI 54615  
715-284-3000  
culvers.com

**Ho-Chunk Gaming Black River Falls**  
W9010 Highway 54  
Black River Falls, WI 54615  
1-800-657-4621  
Ho-chunggaming.com/blackriverfalls

**McDonald's Restaurant** (Courtesy Corporation)  
851 Highway 54 East  
Black River Falls, WI 54615  
715-284-5538  
mccourtesy.com

**Merrillan Café**  
400 North Washington Street  
Merrillan, WI 54754  
715-333-9200  
facebook.com/Merrillan-Cafe

**Perkins Restaurant & Bakery**  
N6209 Oasis Road  
Black River Falls, WI 54615  
715-284-2223  
perkinsrestaurants.com

**Pizza Hut**  
666 Highway 54 East  
Black River Falls, WI 54615  
715-284-4000  
pizzahut.com

**R&R's First and Last Chance**  
N5090 Highway 27  
Black River Falls, WI 54615  
715-284-3121  
facebook.com/R-Rs-First-and-Last-Chance

**Re-Pete's Saloon & Grill**  
300 Gebhardt Road  
Black River Falls, WI 54615  
715-284-3322  
repetessaloonandgrill.com

**Revolution Coffee**  
38 Main Street  
Black River Falls, WI 54615  
715-670-0707  
revbrf.com

**Riverside Nutrition**  
18 Main Street  
Black River Falls, WI 54615  
715-284-2442  
facebook.com/RiversideNutritionBRF

**Rozario's Pizza**  
42 N 1st Street  
Black River Falls, WI 54615  
715-284-0006  
rozariospizza.com

**Skyline Golf Course**  
612 North 11th Street  
Black River Falls, WI 54615  
715-284-2613  
golfskyline.com

**Stones Throw Supper Club**  
W8210 County Road J  
Merrillan, WI 54754  
715-333-2603  
facebook.com/StonesThrowSupperClub

**Three Bears Resort**  
701 Yogi Circle  
Warrens, WI 54666  
608-368-2500  
threebearsresort.com



## RESTAURANTS *continued*

### Viva Cinco De Mayo

109 Main Street  
Black River Falls, WI 54615  
715-284-5001  
facebook.com/  
CincoDeMayoMexicanGrill

## RETAIL

### Advanced Mobility LLC

449 N Water Street  
Black River Falls, WI 54615  
715-456-3557  
advancedmobilitywi.net

### Anointed With Oil

Black River Falls, WI 54615  
youngliving.org/anointedwithoil

### B-Home Services & Supplies

311 County Highway A  
Black River Falls, WI 54615  
715-284-3670  
brmh.net/services/home-based

### Beautiful You Make This

City Point, WI 54466  
715-670-8363  
MyBeautifulShirt.com

### Black River Furniture & Cabin Outlet

W10003 Highway 54 East  
Black River Falls, WI 54615  
715-284-4001  
brcfo.com

### Black River Power Sports, Inc.

N6359 County Drive  
Black River Falls, WI 54615  
715-284-2600  
facebook.com/  
BlackRiverPowerSports

### Black River Tattoo & Cigar

28 Main Street  
Black River Falls, WI 54615  
715-284-8282  
blackrivertattoo@yahoo.com

### Cain's Orchard

W13885 Cain Road  
Hixton, WI 54635  
715-963-2052  
cainsorchard.com

### Cell.Plus, US Cellular

**Authorized Agent**  
609 State Highway 54 Suite 200  
Black River Falls, WI 54615  
715-284-5105  
cell-plus.net

### Creekside Kennels LLC

N3522 Dodge Road  
Black River Falls, WI 54615  
715-896-2967  
creeksidekennelsgsd.com

### Custom Heating & Cooling/ Dale's Refrigeration

25 N 2nd Street  
Black River Falls WI 54615  
715-284-5931  
dalesref.com

### Falls Florist & Greenhouse

704 Main Street  
Black River Falls, WI 54615  
715-284-2821  
fallsflorist.com

### Falls Meat Service

13212 Main Street  
Pigeon Falls, WI 54760  
715-983-2211  
fallsmeatservice.com

### First Fruits Common Market

25 South 1st Street  
Black River Falls, WI 54615  
715-284-5000  
facebook.com/First-Fruits-  
Common-Market

### German Hill Equipment

11 East Washington Street  
Black River Falls, WI 54615  
715-284-2411

### Hansen's IGA

449 County Road A  
Black River Falls, WI 54615  
715-284-4308  
hansensiga.com

### Hatfield Resort

W8215 County Road J  
Hatfield, WI 54754  
608-632-2238  
hatfieldresort.com

### Hixton School House Antique Mall

162 Elder Street  
Hixton, WI 54635  
715-963-3500  
HixtonAntiqueMall.com

### Kwik Trip # 648

751 Highway 54 East  
Black River Falls, WI 54615  
715-284-9247  
kwiktrip.com

### Kwik Trip #240

15 County Highway A  
Black River Falls, WI 54615  
715-284-2645  
kwiktrip.com

### M & M Sports of Black River Falls, LLC

20 Main Street  
Black River Falls, WI 54615  
715-284-3352

### Millers Antiques & Auction Company

N8779 Highway 95  
Hixton, WI 54635  
715-299-2543  
facebook.com/wisconsinjunk

### Moe Hardware & Sporting Goods

33 Main Street  
Black River Falls, WI 54615  
715-284-4621  
moehardware.com

### Mosser Lee Company

W6585 Highway O  
Millston, WI 54643  
715-284-2296  
mosserlee.com

### ProVison Partners Cooperative

70 State Road 95  
Hixton, WI 54635  
715-284-5354  
provisionpartners.coop

### Rainbow Rock REIKI Wellness Center

25 South 2nd Street, Suite #2  
Black River Falls, WI 54615  
715-299-7462  
facebook.com/rainbowrockreiki

### Reflections on Water

212 Main Street  
Black River Falls, WI 54615  
715-284-2826  
facebook.com/  
reflectionsonwater

### Scholze ACE Home Center

133 County Road A  
Black River Falls, WI 54615  
715-284-4454  
scholzeace.com

### SRE Outdoors, LLC

800 Oasis Road  
Black River Falls, WI 54615  
833-392-3589  
sregear.com

### The Merchant General Store

216 Main Street  
Black River Falls, WI 54615  
715-284-5700  
themerchantgeneralstore.com

### The Reiki Clinic at Bramleberry

N3684 Claire Road  
Taylor, WI 54659  
608-525-8001  
brambleberryyinery.com

### The Retro Ranch

536 Chestnut Street  
Black River Falls, WI 54615  
715-670-0333  
TheRetroRanch.com

### Theisen's Home-Farm-Auto

616 State Highway 54  
Black River Falls, WI 54615  
715-284-1275  
theisens.com

### Wagner Family Meats LLC

N5228 Cloverdale Road  
Black River Falls, WI 54615  
715-284-2606  
wagnerfamilymeats.com

### Wal-Mart

611 Highway 54 East  
Black River Falls, WI 54615  
715-284-2434  
walmart.com

### Whitetail Crossing & Smoke Shop

W9040 State Highway 54 East  
Black River Falls, WI 54615  
715-284-4841  
whitetailcrossing.com

### Wood Sales & Service, Inc.

N5931 State Highway 54  
Black River Falls, WI 54615  
715-284-9438  
woodsaleservice.com

## TAVERNS

### BJ's Airport Bar and Grill

W9944 Airport Road  
Black River Falls, WI 54615  
715-284-4080  
bjsairportbarandgrill.com

### Crossroads/Jacks or Better

117 E. 2nd Street  
Black River Falls, WI 54615  
(715) 284-8877  
crossroadsconvenience.com

### Doc's Bunkhouse

N11702 Elker Road  
Merrillan, WI 54754  
715-964-8010  
docsbunkhouse.com

### Hatfield Resort

W8215 County Rd J  
Merrillan, WI 54754  
715-333-6600  
hatfieldresort.com

### Hideaway RV Park & Campground

N6625 Hideaway Road  
Black River Falls, WI 54615  
715-284-0700  
hideawayrvparkandcampground.  
com

### Little Vinny's

43 Main Street  
Black River Falls, WI 54615  
715-670-0187  
facebook.com/littlevinnysbar

### McSweet's Irish Pub & Resort

N6600 Riverview Drive  
Black River Falls, WI 54615  
715-284-3020  
facebook.com/McSweets-Irish-Pub

### Re-Pete's Saloon & Grill

300 Gebhardt Road  
Black River Falls, WI 54615  
715-284-3322  
repetessaloonandgrill.com

### R&R's First and Last Chance

N5090 Highway 27  
Black River Falls, WI 54615  
715-284-3121  
facebook.com/R-Rs-First-and-  
Last-Chance

### Rozario's Pizza

42 N 1st Street  
Black River Falls, WI 54615  
715-284-0006  
rozariospizza.com

### Sunset Tavern

N5890 State Highway 54  
Black River Falls, WI 54615  
715-284-9345  
sunsettavernwi.com

## WEDDING VENUE

### Living Waters Weddings, Retreats & Cabin Getaways

N9703 MacArthur Road  
Hixton, WI 54635  
715-797-7937  
livingwatersevents.com

## WINERIES

### Bramleberry Winery LLC

N3684 Claire Road  
Taylor, WI 54659  
608-525-8001  
brambleberryyinery.com



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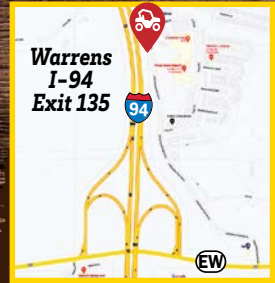
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