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Rib Lake strikes a new chord with downtown band shell project *WEDC Secretary's visit spotlights Vibrant Spaces site, future community gathering venue*

RIB LAKE, WI. MAY 29, 2025 – Music will soon rise from the heart of Rib Lake as a new bandshell and community venue takes shape – bringing rhythm, creativity and fresh energy to the village's downtown while transforming Ice Age Park into a vibrant hub for connection and community.

"This venue is one that we envision being a great support to the community," said Kristen Lueck, Rib Lake Village Clerk and Treasurer. "This is going to be a space where residents will be able to gather and celebrate each other and the community."

Wisconsin Economic Development Corporation (WEDC) Secretary and CEO Missy Hughes and other WEDC leaders are visiting communities throughout Wisconsin this year to celebrate their successes in building an Economy for All by creating communities where everyone has the opportunity to thrive. In Rib Lake, local leaders are dedicated to revitalizing public spaces as a broader effort to strengthen the community and its downtown economy.

"The Vibrant Spaces project in Rib Lake is a great example of how rural communities can turn creativity and community vibrancy into a lasting impact," Hughes said. "By creating a welcoming space in the heart of downtown, Rib Lake is not only strengthening community connections, but also supporting nearby downtown businesses and local artists through year-round activity."

The Village of Rib Lake was awarded a \$50,000 Vibrant Spaces Grant to support the construction of a new band shell and accompanying improvements at Ice Age Park, a central but underused community space in the heart of the village.

The village plans to install a permanent bandshell with a retractable screen and projector, improved lighting, walking paths, benches, ADA-compliant entrances and signage. The improvements will position the park to host concerts, movie nights, community events, and local festivals for residents and visitors.

"With the park so close to downtown, we're hoping it becomes a natural spot for visitors and residents to visit," Lueck said. "Ideally, visitors to the park will venture to downtown businesses, and vice versa."

Located just steps from Rib Lake's Main Street, the enhanced amenities and increased programming at the new park are expected to draw more foot traffic to nearby downtown businesses. Walking paths from the park also provide enhanced outdoor opportunities, with access to the Tannery Creek Baseball Diamond and Rib Lake boat landing and dock. All

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pathways throughout the park will be ADA accessible, ensuring that individuals and families of all ages and abilities can enjoy the space.

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