

Explore Decorah

DECORAH IOWA AND WINNESHIEK COUNTY VISITOR GUIDE

Drift less.
SEE MORE.



Be sure to bring your binoculars, fishing gear, love of craft beer and interest in Norwegian history, along with your artsy tastes and intrepid curiosity.

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A MESSAGE FROM



*Stephanie
& Kristina*



Welcome to the Driftless. We hope you will Drift Less. Visit More. The Northeast Iowa region you're about to explore is sloped, winding and eclectic. It's an outdoor playground where farmers and beer brewers and coffee shop owners converge to make modern magic. It's the landscape that probably drew you, but it's the people that will make you want to come back again and again. Yes, we're full of big bright contrasts here. The Driftless spirit is practical and free-spirited. It's downhome and it's indie. It's as entrepreneurial as it is rustic. And we're so glad you found it. We hope you get a chance to restore, recreate, and re-set. We're all friends now, so take a load off, drift less, and discover our unique blend of hospitality and can-do spirit. We've been waiting for you.



www.visitdecorah.com

CREDITS

We couldn't do it without

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507 W. Water Street,
Decorah, IA 52101
(563) 382-3990



Dunning Springs Park

Ice Cave Rd
Decorah, IA 52101
563-382-4158
parks.decorahia.org

This park's picturesque spring fed waterfall, unique stone arch bridge, hiking trails, and small picnic area is a favorite for visitors and locals alike. Located minutes from downtown Decorah (from College Drive turn onto Ice Cave Road and follow it for about 1/2 mile.)



Image Credit: GoDriftless.com

SPOTLIGHT

Driftless Area

SPOTLIGHT

Decorah's Springs

Siewers Spring

2325 Siewers Spring Rd.
Decorah, IA 52101

This waterway is technically a spillway but the stone columns at Siewers Spring are too beautiful not to see. Located near the back of the park land of the Decorah Fish Hatchery, it supplies water to the raceways of the Hatchery. While you're there, hop on the Trout Run Trail, have a picnic or visit Decorah's famous eagle's nest right across the street.

Malanaphy Springs State Preserve

2820 Bluffton Rd
Decorah, IA 52101
Malanaphy Springs State Preserve includes a rugged forest, large spring and waterfall. Visitors can follow a trail from the parking area to a beautiful 25-foot waterfall at the bottom of a series of cascading falls flowing over porous lime deposits and emptying into the Upper Iowa River. One mile hike/walk from parking area.



Overview provided by Winneshiek County Conservation

What is the "Driftless" Area?

To understand why northeast Iowa, southeast Minnesota, and southwest Wisconsin are collectively known as the "Driftless Area," you must first look back hundreds of thousands of years.

Throughout time, parts of North America have been covered by glaciers, towering masses of dense ice formed over centuries by the compaction of layer upon layer of snow. Glaciers are so massive they move under their own weight, and over time they have repeatedly advanced and retreated from the upper half of North America, down through the Upper Midwest and Great Lakes region. As they did so, the ice sheets scoured, ground down, and flattened the landscape, and then left behind silt, sand, gravel, boulders, and other debris known as "glacial drift" when they receded.

The Driftless Area was missed by the most recent glaciation, and maybe others before it, with the glaciers advancing and retreating around, but not over, the region. And so, the land was not ground down and covered by deposits of glacial drift. Hence, the "Driftless" area.

You can see this geological evidence as you explore the Driftless Area: the deep valleys, exposed bedrock, and towering bluffs are all there because the rivers and streams of the area have had millions of years to carve and erode the underlying bedrock, their work never erased by the flattening of the land and laying down of new sediment.

The area is also defined by its unique karst topography. Its underlying bedrock of limestone, dolomite, and other rocks are slowly dissolved by water, creating

caves, sinkholes, springs, and cold-water streams unique to this part of the Midwest, creating remarkable natural wonders just waiting for you to discover.



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(563) 382-3990
#VisitDecorah



FREEPORT TRAIL

2.75 MILES, YEAR-ROUND.

LEGEND



- Trout Run Trail
- Freeport Trail
- On-Street Bike Route
- Main Roads into Decorah
- Walking Path

MILE MARKERS

- Easy Terrain ● = Easy
- Challenging Terrain ● = Challenging
- = Half-mile

Just follow these signs!

Design by Inspire(d) • iloveinspired.com



visitdecorah.com
1-563-382-3990

Tip 2:

Where Fifth Ave meets College Dr, you can go right for Downtown, or left to check out "west side" businesses, Luther College, or Ice Cave Road – where you'll find Dunning's Spring, scenic parks, & great hiking trails! And, if you're up for an adventure, awesome mountain biking trails too!

DOWNTOWN DECORAH



Tip 1:

Decorah's downtown district is charming & fun, filled with bike-friendly businesses to visit. The Chamber & Visitor's Center on the west end of Water Street is a great place to get more info!

Tip 6:

Want to add a few extra miles to your loop? Hop on the Freeport Trail! Take a break at Freeport Park with its fixit station, restroom, and picnic shelter. The Freeport Trail also passes right by the dog park maintained by Decorah Parks and Recreation, a great place to let your pooch run off-leash (but keep them on leash on all trails)!

Tip 5:

The Decorah Fish Hatchery is a great place to start your loop – there's the famous eagle's nest just across the road, Siewers's Spring, and, of course, lots of fish at the hatchery (you can feed them for just 25 cents)! Plus parking, picnic areas, & restrooms.

Tip 4:

As you come down the switchbacks at "the cut" near mile 10, head right to continue the loop along scenic Dug Road toward downtown or turn left to find the spur trail through Pulpit Rock Campground. You can also continue past the campground on the road to Twin Springs Park & its lovely hiking and mountain biking trails (for skilled riders).

Tip 3:

We're working on another trail! The box culvert under Highway 52 is the start of a future trail that will create a network of over 40 miles of paved trails! The future Dry Run Trail will connect the Trout Run Trail to the Prairie Farmer Recreational Trail, near Calmar. When completed, the Dry Run Trail itself will provide the opportunity to explore a scenic valley, prairies, oak savannas, and picturesque countryside.



TROUT RUN TRAIL

11 MILES, YEAR-ROUND.

Walk. Jog. Bike. Skate. Cross country ski.



The aptly-named Trout Run Trail crosses trout streams five times on its 11-mile loop. The easy-ranging-to-challenging route crosses incredible landscape & mounts steep switchbacks for breathtaking views. In the heart of it all lies picturesque Decorah, Iowa, a town packed with fun and adventure!

Emergency Signage Along the Trails

Signage along the trails provides trail users with location information they can relay to emergency responders in case of an accident or emergency situation. The white and blue signs display GPS coordinates that help emergency personnel to quickly find someone who has had an accident on the trail. Based on a national standardized GPS grid system, the signs provide critical and consistent information to emergency personnel.

A sample emergency sign is pictured below.

If you have an emergency on trail, follow these simple steps:

1. Dial 911
2. Read the six large numbers (Fig. 1) to the dispatcher.
3. If requested, also read the small numbers and letters at the top of sign (Fig. 2)

figure 2



figure 1

Be patient, it may take some time for emergency personnel to reach you. Remember, sometimes they will have to travel the same trails you did to get to your location. Funding for the signs comes in part from the Decorah Rotary Club and the Winneshiek County E 9-1-1 Board.

This nifty Trails of Winneshiek County map was made possible by these fine groups:



County: 563-534-7145; City: 563-382-4158

Special thanks to Peterson Creative, Inspire(d) Media, Joyce Meyer Photography & Larry Reis.



SPOTLIGHT

Decorah Bicycles

Located on the sweeping curve onto Water Street, Decorah Bicycles is part, well, parts—and quality ones, representing Trek, Burley, Specialized, and many others. More important, though, they're about service—with a mission: getting people on bikes they're truly excited about, improving health and community at every turn.

Owner Travis Greentree has been on the shop floor since he was a teen, cycling in and out of the store so often—assisting customers as he went—that he

landed a job. His family's auction business, growing up, had instilled in him can-do customer service, and at Decorah Bicycles he got to talk his favorite shop. "The rest, as they say, is history," Travis says with a laugh. He eventually took over the business and now has more than 20 years experience assembling and servicing bikes. "I like figuring things out on the workstand, and I like answering customers' questions—about everything from gear to route planning."

Josie, Travis' partner, joined the shop

in 2015, soon after purchasing her first-ever mountain bike there. "I was not what you'd call a 'natural' on a bike," Josie explains. "I hadn't ridden—at all—since I was very young, so I completely identify with the rider at the introductory level, especially kids and women." Now an accomplished trail rider, Josie founded a network of regional clubs for mountain

bikers called Fearless Women of Dirt (www.facebook.com/fearlesswomenofdirt/), as well as a blog, Josie's Bike Life, about learning life lessons in the saddle.

To that end, Decorah Bicycles offers a full range of rentals and sales of children's and youth bikes, comfort hybrid and fitness hybrid bikes, mountain bikes, fatbikes (those with 'fat' tires for traction and impact absorption on the trail), as well as kids' trailers and tag-along bike adapters. As a bonus, any rentals are ap-

plied to the purchase of a bike within 30 days.

Decorah Bicycles is also the local hub for free demonstrations and rentals of electric-assist bikes, or e-bikes. This new technology makes the rolling Driftless terrain accessible to just about everyone, Travis explains. "You can get farther, faster. I'll hop on one to run an errand downtown before we open, for example. I truly feel more people would ride if they could, and as a commu-

ity, we'd have more people at the table to talk about things we all want: better parking access downtown, better air quality (affected by emissions), lessened road damage (with fewer motorized vehicles passing over them), more bike racks downtown for short trips, better cardiovascular health, more fun! The list goes on. It's

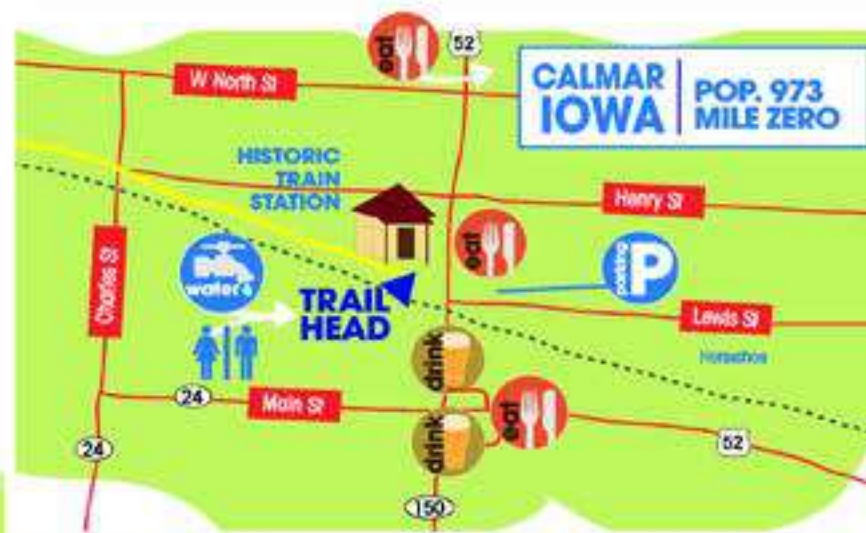
why we do what we do."

Out on their own two wheels, Travis and Josie are poster-ambassadors of Decorah Human Powered Trails—a division of Decorah Parks & Recreation that maintains Decorah's 26 miles of technical biking/hiking/horseback trails and new trail projects for beginning riders. "Decorah's strongest assets are its natural resources," Travis maintains, "and our trails are hidden gems."

With names like "Little Bighorn," "Pines," and "Public Television," the trail loops have a few features in common: impressive climbs, rewarded by diverse habitat and, best of all, thrilling descents. "I like how our trail system flows together," Josie explains. "You can always find something challenging—mental, physical or emotional—and even cover terrain that makes you feel like you're not even in Decorah. That's why I'm passionate about it."

101 College Drive, Decorah, IA
563-382-8209

 www.decorahbicycles.com





SPOTLIGHT

Raptor Resource

Bald eagles have nested near the Decorah Fish Hatchery since at least 2002, when Dad Decorah and his original mate built a nest in the hills to the east of the hatchery. In 2007, he and Mom moved to N1 and in 2012, they began building N2. N2 fell in 2015 and was replaced with 'starter nest' N2B, which was built by the Raptor Resource Project. Dad Decorah disappeared in April 2018. After raising three eaglets to fledge on her own, Mom accepted DM2 (Decorah Male 2) as her mate.

To date, 33 eaglets have been produced on the Decorah territory. It is sheltered by trees and bluffs and filled with easily available food: live and dead trout from the retention pond, suckers and other fish from Trout Creek, and an abundance of small mammals including squirrels, rabbits, muskrats, woodchucks, and even skunks!

In general, the Decorah bald eagles begin courtship in October, productive mating in late January or early February, and egg-laying in mid to late February. Hatching usually begins in late March to early April, and the eaglets fledge in mid-to-late June. While young usually disperse between August and October, the adults remain on territory year round. Want to visit the nest? We recommend planning your trip sometime between April and July. You can also watch the eagles online almost year-round at www.raptorresource.org.



www.raptorresource.org



Don't miss the Decorah Eagles!
Watch them (and many other birds) live at www.raptorresource.org

Drift less. ADVENTURE MORE.



ANTHEM ARCHERY

1665 Prosperity Rd Suite 101
Decorah, IA 52101
563-382-4755 • anthemarchery.com
Anthem Archery is Northeast Iowa's archery pro shop.

BEAR CREEK ANGLERS

3466 Bear Creek Rd
Decorah, IA 52101
563-419-4433 • bearcreekanglers.com
Fly fishing guide service focused on helping the beginner learn the sport or providing the expert an introduction to our streams. Drift Less and Catch More with Bear Creek Anglers.

DECORAH BICYCLES

101 College Dr
Decorah, IA 52101
563-382-8209 • decorahbicycles.com
Decorah Bicycles is conveniently located right on the Trout Run Trail. We offer an excellent variety of bicycles, both traditional and electric, for people of all ages, plus a huge selection of gear to meet all of your cycling needs.

DECORAH EAGLES

2325 Siewers Spring Rd
Decorah, IA 52101
276-FALCON2 (276-325-2662)
raptorresource.org
Located near the Decorah Fish Hatchery, see the nest and family of eagles who have captured the hearts of those who love watching them online via a webcam installed in the nest. Millions of people worldwide are tuned in to watch nature and "family life" unfold.

DECORAH PARKS & RECREATION

400 Claiborne Dr
Decorah, IA 52101
563-382-4158 • parks.decorahia.org
Decorah Parks and Recreation has 23 parks and recreational areas, totaling approximately 664 acres, and includes 20 miles of off-road trails, picnic facilities, a municipal pool and waterslide, Pulpit Rock Campground, and year-round recreation opportunities for all ages.

DRIFTLESS FISHERS, LLC

Decorah, IA 52101
417-204-2400 • driftlessfishers.com
Fly fishing guide service in northeast Iowa. Customized trips available for beginning to advanced anglers. Contact Liz to plan your fly fishing trip! See website for more details.

DRILLINGS ALL SEASON SPORTS

2355 175th St
Calmar, IA 52132
563-562-3601 • drillingsallseasonsports.com
Drillings All Season Sports offers sales and service of powersports as well as lawn & garden equipment. Drillings also offers poly furniture, playhouses & greenhouses.

HRUSKA'S CAMPGROUND & CANOE LIVERY

2633 W Ravine Rd
Decorah, IA 52101
563-547-4566
Scenic campground and canoe/kayak rental located along the beautiful Upper Iowa River in Bluffton, Iowa. Call us for reservations.

LAKE MEYER PARK & CAMPGROUND

2546 Lake Meyer Rd
Fort Atkinson, IA 52144
563-534-7145 • winneshiekwild.com
Lake Meyer Park offers a quiet, peaceful place to get away from it all. Hike thru prairies and along forested hills, go paddling or fishing in the 28-acre lake, or enjoy a picnic in a stunning timber-frame shelter.

NORTHEAST IOWA FLY FISHING

PO Box 66
Decorah, IA 52101
neflyfishing.com
Let us show you some of our favorite streams, whether you are a seasoned angler looking to explore new water or the first timer looking to learn the skills necessary to catch a trout on a fly. NEI Fly Fishing practices and encourage catch and release.

OFF THE DRIFTLESS

212 Pulpit Rock Rd
Decorah, IA 52101
563-382-4641 • offthedriftless.com
We offer tubes, canoes and kayaks, with shuttle service available. We also offer guide service with reservations.

PHELPS PARK

613 Park St, Decorah, IA 52101
563-382-4158 • parks.decorahia.org
This popular park is a favorite for family gatherings and other reunions with reservable picnic shelters, Whalen Cabin, playground equipment, decorative fountain, bandshell, several scenic overlooks, hiking trail, and stonework dating back to the early 1900's.

PRAIRIE FARMER TRAIL

563-534-7145 • winneshiekwild.com
This 20 mile paved stretch between Calmar and Cresco is family-friendly and features beautiful countryside, wildflowers, bird watching and other great stops for parks, restrooms, dining and even ice cream!

RANDY'S BLUFFTON STORE

2619 W Ravine Rd
Decorah, IA 52101
563-735-5738
The scenic bluffs are hard to miss at this stunning location. In the heart of Bluffton and along the Upper Iowa River, this campground features 40 sites with electrical hookups and 100 primitive sites, plus restrooms, showers, dump station, picnic shelter and on-site store/restaurant. Canoe/kayak rentals available with shuttle service. No advance reservations.

TROUT RUN TRAIL

563-382-4158 • visitdecorah.com
The aptly named Trout Run Trail crosses trout streams five times on its 11-mile loop. The easy-ranging-to-challenging route crosses incredible landscape & mounts steep switchbacks for breathtaking views. In the heart of it all lies picturesque Decorah, Iowa, a town packed with fun and adventure!

UPPER IOWA MARINE

1651 State Highway 9
Decorah, IA 52101
563-382-9387 • upperiowamarine.com
Alumacraft & Crestliner Fishing Boats, Misty Harbor & Premier Pontoon, Mercury, Suzuki & Evinrude Outboards, Pelican Kayaks, Canoes & Portable Boats, New Huge Indoor Showroom.



Image Credit: Joyce Meyer Photography



SPOTLIGHT

Upper Iowa River

The Upper Iowa River, a 150-mile tributary of the Mississippi River, is located in the Driftless Area of Northeast Iowa. One of the most beloved rivers in the Midwest, it is the only Iowa river to be nominated for inclusion in the nation's Wild and Scenic Rivers Program and canoeing the Upper Iowa River has been

recommended as one of the top 100 adventures in the United States by National Geographic Adventure Magazine. The remote nature of the river, towering limestone bluffs, public natural areas, exceptional fishery, and abundant wildlife, draw visitors from around the world. The watershed boasts water falls, cold water

trout streams, hardwood forests, bucolic farms and small villages and towns. The public and private partners along the river and in the watershed take pride in working independently and with others to restore and protect the river and its watershed so that it can be enjoyed by many generations to come.

Resources

Upper Iowa River Paddlers Guide

Plan your day trip or your weekend paddle adventure with this guide to the Upper Iowa River in Northeast Iowa. The guide provides information on river mileage, access points, campgrounds, and more. Individual sections of the river are described and mapped in detail. A pdf download is available at northeastiowarcd.org

Trout Streams of Winneshiek County Fishing Guide

An Anglers Companion to the Public Streams & Rivers of Winneshiek County. This pocket-sized guide provides a wealth of information about Winneshiek County's 19 spring-fed creeks that comprise over 32 miles of fishable water. Thirteen detailed stream maps and descriptions guide to not only the most accessible trout streams in Iowa, but also the only stream known to have a remnant population of Iowa's native Brook Trout.



SPOTLIGHT

Winneshiek County Conservation

Larry Reis

It's a little hard for Larry Reis, natural resources manager at Winneshiek County Conservation, to explain what he does—because there aren't many wildlands activities that he hasn't performed at some point in his career. A naturalist by training and an avid fly fisherman and wildlife photographer, Larry himself is a resource. He's one of many committed protectors of the waterways and prairie—including native prairie remnants—embedded in Winneshiek County. If he had to choose, though, the trout streams might be his favorite, both for the enjoyment of fishing and for what habitat for trout represents.

For starters, the Driftless Region's only naturally reproducing (brook) trout population to survive the last ice age and modern industrialization was discovered in Winneshiek County in South Pine Creek, near Bluffton. Through careful management, those trout spawned

generations of brood stock, now introduced and self-sustaining throughout the county's 19 spring-fed creeks and 32 miles of fishable water. "We're finding reproducing trout in just about every tributary stream that's cold to the Upper Iowa and on to the Yellow River in Allamakee County," Larry reports. "It's incredible to see."

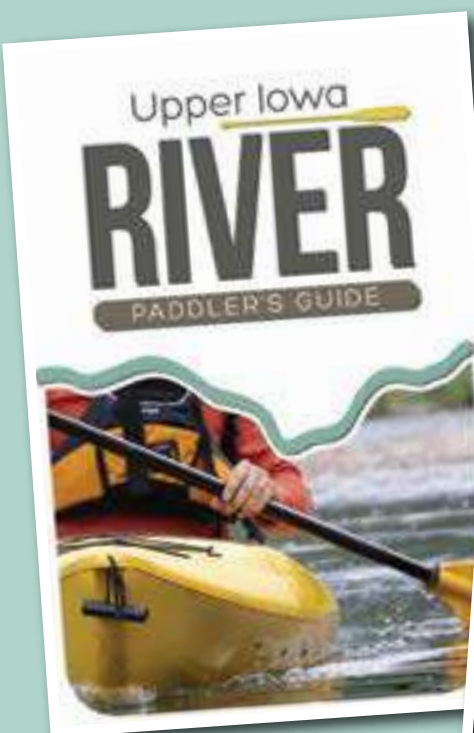
He's talking about another kind of legacy, one that Winneshiek County has invested in for decades: stream restoration, prevention of erosion, often from agricultural lands, and widespread awareness of how rare and valuable the local karst topography really is. Today, Winneshiek County Conservation performs outreach and education alongside Iowa's Department of Natural Resources, which stocks more than 76,000 catchable rainbow and brook trout, and 30,000+ fingerling brown trout between April 1 and October 31. The DNR also re-

leases excess brood trout from a state fish hatchery in Decorah, measuring between 14 and 24 inches and weighing two to eight pounds.

"The rich and diverse environment is why I live here—spring creeks, oak savanna, marshes, wetlands, prairie," Reis explains. "Our streams are more intimate, more fertile, and far less busy and more accessible than the wide Western rivers. The fish grow fast here." His favorite spot? "Probably Coldwater Creek in the northern part of the county. There's a good piece of water about every 10 feet, not that it guarantees you fish," he says with a grin. "But around here, you up the odds."



www.winneshiekwild.com



Call 563-382-3990 to get a copy today!



OFF ROAD TRAILS

IMPORTANT! please read

The Decorah Trail system is extensive and includes trails that can be challenging for riders of all skill levels. Proper equipment and experience is necessary to ensure the safety of all who use the trails. Regardless of past mountain biking experience, we recommend you use extreme caution when testing out new trails.

If you have an emergency on the trail call 911

NORTHEAST DECORAH

1 Beginners Start Here

New to mountain biking? Start here! The River Trail is a great spot to test out off road trails and get a feel for the sport. It is always a good idea to start slow and learn with the proper safety equipment.

3 Ice Cave Park

The Decorah Ice Cave gets its name from layers of ice that form every year in January and last through August. Trails surrounding the cave have steep inclines that cut around ravines and exposed limestone.

2 Dunning's Spring Park

Dunning's Spring is the site of a beautiful waterfall surrounded by limestone cliffs. The park features a walking path, scenic overlook, and bridge crafted by local stone mason, Ted Wilson.

Dunning's Spring Park and Ice Cave Park Trails

The trails throughout Dunning's Spring and Ice Cave Park are numerous. Due to their complexity and technical difficulty, the trails are not marked on this map. Talk to experts at the local bike shops about navigating this system.

2 DUNNING'S SPRING PARK


































































































































































































































































































Drift less.
VISIT MORE.



BILY CLOCKS

323 S Main St
Spillville, IA 52168
563-562-3569 • bilyclocks.org
A collection of clocks carved by two bachelor farmers. One stands over nine feet tall, some play music and/or have figurines that move on the clock. It's more about the carving than the clock. The museum is also noted for being the home of Antonin Dvorak during the summer of 1893.

DECORAH GENEALOGY ASSOCIATION

808 River St
Decorah, IA 52101
563-382-4197
The Decorah Genealogy Association is a family and local history research center. Information specific to Winneshiek County. Norwegian translator available. Fully handicap-accessible.

FORT ATKINSON PRESERVE

303 NW 2nd St.,
Fort Atkinson, IA 52144
www.fortatkinsoniowa.com/fort-dnr
Established as a military post along the Turkey River in 1840, Fort Atkinson was built to protect the Ho-Chunk (Winnebago) Tribe. Self-guided tour brochures available at main entrance.

IOWA'S DAIRY CENTER

1527 IA-150
Calmar, IA 52132
563-534-9957 • iowadairycenter.com
In the "moo"-d for some fun? Head over to Iowa's Dairy Center to watch cows be milked by robots, pet calves and more! Visit anytime; guided tours are available by appointment and milking areas are open 24/7.

LAURA INGALLS WILDER PARK & MUSEUM

3603 236th Ave.
Burr Oak, IA 52101
563-735-5916 • lauraingallswilder.us
Guided tours of the Masters Hotel where the Ingalls family lived in 1876. It is the only childhood home of Laura Ingalls Wilder that remains on its original site. Admission charged. Open May 1 - mid October.

LOCUST SCHOOL

1640 Big Canoe Rd
Decorah, IA 52101
563-382-4166
winneshiekcounthistoricalsociety.com
Built in 1854, the Locust School served the rural community for 108 years. A National Register Site, period furnishings portray a typical 1-2 room rural school. Located 10 miles north of Decorah on Locust Road. Open Sat & Sun June 1st through Labor Day, 1-4 p.m. Free admission.

NORDIC FEST

507 W Water St
Decorah, IA 52101
563-382-9010 • nordicfest.com
Nordic Fest is a family-friendly event celebrating Nordic heritage. Activities include foods from the Nordic countries, a lutefisk eating contest, rock toss, 5 and 15K races, an craft fair and much more! Held the last full weekend of July.

ONEOTA GOLF & COUNTRY CLUB

1714 Golf Rd
Decorah, IA 52101
563-382-4407 • oneotagolf.com
Oneota Golf & Country Club is an 18-hole course located next to the beautiful Upper Iowa River. The river is viewable from nearly every hole.

PINTER'S GARDENS AND PUMPKINS

2475 State Highway 9
Decorah, IA 52101
563-382-0010 • pintersgardensandpumpkins.com
Pinter's is Northeast Iowa's Landscape and garden center destination. We offer fall agritourism, apple orchard, pumpkin patch and a corn maze you don't want to miss. We also have unique shopping, bakery and coming soon an event center.

PORTER HOUSE MUSEUM

401 W Broadway St
Decorah, IA 52101
563-382-8465 • porterhousemuseum.org
Discover this 1867 Italianate villa and the world travels, art and collections of a naturalist and his wife. Historic elegance, unique nature art, early photography, butterflies, rocks, fossils, shells and other curiosities. The Porter House is listed on the National Register of Historic Places.

SEED SAVERS HERITAGE FARM

3094 North Winneshiek Rd
Decorah, IA 52101
563-382-5990 • seedsavers.org
Minutes north of Decorah, beautiful heirloom display gardens, historic orchards and heritage livestock breeds border the Amish-built Lillian Goldman Visitors Center, connecting visitors to our diverse garden heritage.

VESTERHEIM NORWEGIAN-AMERICAN MUSEUM

502 W Water St
Decorah, IA 52101
563-382-9681 • vesterheim.org
World-class Exhibitions, Folk Art School, Immigrant History, Museum Store! You don't have to be Norwegian-American to enjoy all the beauty and wonder Vesterheim has to offer. Look for your own story as you explore ours.

WINNESHIEK COUNTY AGRICULTURAL ASSOCIATION

PO Box 201
Decorah, IA 52101
563-419-1902 • winneshiekcountyfair.org
The Winneshiek County Fair will be held July 14 - 18, 2020. Our annual Fair provides a place of FUN for all, while advancing the interest, education and awareness of Animal Husbandry, Agriculture, Horticulture and other interests within our community.

WINNESHIEK COUNTY HISTORICAL SOCIETY

302 S Mill St
Decorah, IA 52101
563-382-4166
winneshiekcounthistoricalsociety.com
The permanent home of the Historical Research Center is located in the historic Bodensteiner House. Open Mon-Fri 10 a.m. to 4 p.m. The purpose is to protect, collect, preserve and promote the written, oral and tangible items of historical importance to Winneshiek County.

SPOTLIGHT

Laura Ingalls Wilder

Mention pioneer-era writer "Laura Ingalls Wilder" and most people flash to a 9-year-old girl in a brown calico pinafore laughing and tumbling down a prairie hillside, as in the 1980s TV series. But long before that Laura captured hearts on screen, the real Laura Ingalls lived out a year of her childhood here in the Driftless, in the village of Burr Oak, Iowa.

In 1876-77, Laura, with her parents, Charles and Caroline, and sisters, relocated to Burr Oak as caretakers of the Masters Hotel, a property owned by family friends from another famous stop on the 'Laura trail' — Walnut Grove, Minnesota, site of Laura's book On the Banks of Plum Creek.

Burr Oak is often referred to as "The Missing Link" in the Little House book series, between the family's homestead in Minnesota and their pursuit of a fresh start in De Smet, South Dakota. The Masters Hotel, which appears on the National Register of Historic Places, is the only childhood home of Laura Ingalls Wilder that remains on its original site.

But why is it "missing"? The author herself was known to pare down fact for the sake of the storyline, says Barb Olson, director of the modern-day Laura Ingalls Wilder Park & Museum in Burr Oak. "Laura would say, 'A good writer doesn't involve too many characters.'" Or more simply, 'backtracking' into Northeastern Iowa didn't follow the books' narrative of pioneer expansion into the American West.

In reality, the Ingalls' stay in Burr Oak bore both hardship and happiness that still resonate with the more than 6,000 visitors who discover the "link" today. The Ingalls family arrived penniless, for example, after two years of crop failure in Minnesota, and in that year, suffered

the death of 9-month-old Freddie Ingalls. In the end, though, the family celebrated the birth of the youngest Ingalls sister, Grace.

Beyond her stories, Laura Ingalls Wilder leaves a legacy of can-do spirit and gratitude for community. Inside the Burr Oak museum, artifacts include pioneer tools and artwork, staged in scenes to illustrate life in Laura's day. Outdoors, there's a playground and a landscaped path leading to Silver Creek, as well as a kitchen garden where guests can see and smell the herbs a family might have grown for both healing and cooking.

"You can ring the bell of the church the Ingalls family would have attended," Barb explains, as well as dress up in pioneer costume for a photo in a replica covered wagon. Guests also enjoy walking the headstones in Burr Oak Cemetery, which Laura made her Saturday pastime when she lived there. The Laura Ingalls Wilder Visitor Center, located in the Burr Oak Savings Bank, built in 1910, offers books written by and about the Ingalls, historical photos, letters Laura penned to her many fans, and a chance to tour the original bank vault. The museum and visitor center, organized as a 501(c)3 non-profit, has also acquired the former Burr Oak mercantile building, adjacent to the current museum, and will restore it as funding and needs allow.

"We get people from all 50 states and several foreign countries each year," Barb says, adding that hundreds of visitors come asking questions that arise in their reading about Laura's childhood. "No, Mary Ingalls never married—that was fictionalized by the TV series," Barb explains, for example. "But yes, ohhh yes, there was a Nellie Olson—and she was as rotten as Laura described her,

probably worse!"

Laura Ingalls Wilder
Park & Museum Hours and Events
(563) 735-5916

May: 10am-4pm Mon-Sat
and 12pm-4pm Sun

Memorial Day to Labor Day:
9am-5pm Mon-Sat & 12pm-4pm Sun

September through mid-October:
10am-4pm Thu-Sat

Guided one-hour walking tours are available each day, with the last tour departs from the Visitor Center one hour before close. Groups of 10 or more, including school groups, should call ahead to make reservations.

Laura Days — a living history celebration of pioneer craft and community. Held the fourth weekend in June each year, events include a 5K run, a parade, children's pioneer games and activities in the park, craft demonstrations, a food tent, entertainment, Little Miss Laura and Young Almanzo contests, tours of the Masters Hotel, and more. Visitors may also attend an ecumenical church service in the restored Advent Christian Church Sunday morning.



www.lauraingallswilder.us



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Image Credit: PIVO Brewery

SPOTLIGHT

Pulpit Rock Brewing Co.

Craft beer was already big business in Decorah (home to internationally acclaimed Toppling Goliath) when Pete Espinosa, his wife Kari, and a close group of other Luther alumni bought the laundromat on College Drive and built...a craft brewery. Sounds counter-intuitive, but Pete, a veteran entrepreneur, explains how Pulpit Rock Brewing Co. is a natural fit. "We bought the building—along the bike trail, gateway to downtown—without knowing exactly how to fill it, but we knew we wanted to help this key footprint be successful. From the beginning, we asked ourselves, 'What's good for Decorah?'"

First, Espinosa and company revitalized the laundromat and learned in the process how much it's appreciated. "We met people from every corner of our community who depend on it," Pete says, "and not just to wash a giant bed comforter." The experience cemented the inkling that business in the service of community would thrive—and helped Pulpit Rock shape its business model.

For starters, they painted one wall of

the tasting room blue—a quirky trademark that feels stylish, homey, and above all, welcoming to women. "Half the population!" Pete continues, crediting Kari with the foresight to level up from men-at-the-bar-drinking. There's only one modest TV in the place—often tuned to tennis, cycling, or soccer—and only one team pendant on the wall—for Luther Cross Country. Most important, Pete says, Pulpit hired uber-talented Iowa-grown brewmasters and bar staff who share one important criterion: "They're good people." Today, the calendar is full of super-small batch releases, yoga classes, a pet-friendly annual fund-raiser for charity called Pulpit to Pulpit, and more. In other words, Pulpit Rock welcomes everyone, whether you come for the beer or not.

"Everything on our list is special, focusing on fun ingredients," Pete continues. Indeed, see Saftig, "a hazy, east coast IPA style showcasing both Mosaic & Simcoe hops." Or, try these summery special releases: Rhustrawbarb (a strawberry rhubarb sour), Lavish ("orange golden oreo sour") and Camper (a "s'mores stout"). "We are a destination brewery—people have to come here to get it," Pete says, "and lo and behold, they do."

Celebrating four years in 2019, Pulpit Rock has expanded its "contemporary American" brewing capacity twice and since moved the laundromat, under successful new management, across the street. In its place, you'll find Pulpit's rustic-chic events room, suitable for rehearsal dinners, literary readings, and alumni reunions alike. The room and patio tables out front comfortably handle overflow from Pulpit's main tasting room and give patrons space to have conversations so engaging no one picks up their cellular device.

Next, Pulpit will renovate the adjacent building to the north, formerly 6 Day Discount Furniture, becoming Decorah's first "food hall." The idea is not to compete directly with established restaurants and event spaces, Pete says, but to fill gaps in Decorah's small-townishness. With this new late-night, alcohol-free hangout, Luther students and other night owls can get a quick bite and good roasted brew (courtesy Impact! Coffee) after 10pm on a Sunday, when most of small-town America is closed up tight, Pete explains. Ideas for the food hall continue to ferment, such as building its commercial kitchen around Decorah's own Spectrum Industries workforce. "With every decision, we still ask, 'Is this good for Decorah?'" Pete concludes. Signs point to "Yes."



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SPOTLIGHT

Modish

One glance at the mannequins in the window of Modish, a boutique on Water Street in downtown Decorah, and you know there's something—something—vibrant at the heart of it. The display's brilliant colors, bold-but-tactful patterns, and fluid tailoring are known to draw passersby to a standstill. That's the work of owner and founder Stephanie Henning—herself an effortless advertisement for functional fashion. "I'm the mother of three boys," she explains, turning graceful in her heeled boots to point out additions to their trademark denim line. "Honestly, this is my only time to be really girly."

Stephanie has small-business in her blood. "I've always loved retail—my mom had a children's boutique called The Bandbox in Ridgeway, Iowa, growing up," she says. "I was fortunate that she included me in her business, from visual merchandising to buying, beginning at age 14."

She went on to study retail management but found her niche once she returned to small-town Decorah to raise her own family. "We should all be so lucky to have a mentor," she explains,

"and for me—besides my mom—that was Margaret Walter," owner of downtown mainstay women's boutique, Margaret's. "I went to work with her with the intention of buying the business, and in 2012 Modish was born."

These days, the store—relocated in 2015 to its current space—fills a distinctive niche in Decorah's retail scene, offering a boutique personal-stylist experience at an everyday, affordable price point. "We want not only to help you feel and look good, but to save you time," Stephanie explains. "We're here to make it easy, for example, for the customer who calls and says, 'I'm leaving tomorrow for a business trip, and I need a few things,' and we know what size she is and deliver a collection to her workplace."

Modish is also known for carrying stylish staples that still require a yay or nay in a dressing room. "Someone will call and say, 'I need a white t-shirt, and we'll set aside five shirts for her to try on when it's convenient,'" Stephanie adds. "Everything we carry is hand-picked for our customers. In the world of click-and-deliver, there is something to being able to touch and feel clothes and leave feeling confident."

In 2018, she expanded the concept to selections for men and boys in an auxiliary storefront, naming it Iver & Jack. "My husband and sons aren't rugged, outdoorsy types, nor are they suit-and-tie guys," she explains. "We wanted to bridge that local gap in casual clothing for guys—styles that are moderately trendy, but transcend a wide range of ages. We also offer many items in size small, which is really hard to

find in town."

Among its fellow businesses, Modish aims to complement, not compete directly. "There's an unwritten rule here: we want to work together," Stephanie says. "It doesn't do any good for two stores to carry the same brands—a disservice to customers, really, when there are thousands of options. Businesses here know we need each other to thrive; we are a collective draw."

But what makes Decorah's downtown buzz, Stephanie says, is a rare brand of support and belonging. "Honestly, you can live in the city, but you will never have a community rally behind you like you will in a small town," she concludes. "It sounds cliché, but everyone pulls together for a fund-raiser when someone is really sick, or to do something nice for someone when they need it. It's a valuable reminder that together, we have all found work we love, in a place we love."

Stephanie's Style Pick:

Women's Weekend Out — Scheduled around Easter, or in conjunction with a production at Luther College, each April. "It's always so much fun," she explains. "Everyone downtown is open late Friday night, with a style show on Saturday. It's one of my favorite weekends to work all year"

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PRAIRIE PATTERNS BY DAWN D-C

810 Linden St, Decorah, IA 52101
563-382-5181 • facebook.com/PrairiePatterns
Dawn is a liturgical artist, potter and creator of Positive-Ponder-Prayer Pebbles®. Her work celebrates life's various milestones: 100's of designs available + special orders accepted. Pebbles sold individually and/or as "Sets". Studio open by appointment or by chance.

RED-ROXY QUILT CO.

415 W Water St, Decorah, IA 52101
563-382-4646 • redroxyquiltco.com
Full-service quilt shop featuring fabric (including batiks, flannels, modern, Kaffe, Cuddle), patterns, notions, classes and more! Open seven days a week.

RENDERED UNIQUE

309 E Water St, Decorah, IA 52101
563-379-0021 • renderedunique.com
Rendered Unique is a thoughtfully-curated occasional shop offering handcrafted, vintage, and new home decor, accessories and gifts. Rendered Unique brings together local/regional makers and artisans into one location to create a unique shopping experience focusing on one-of-a-kind pieces and design inspiration.

REVELATION | MERLE

NORMAN | LES WIGS RENEE

111 E Water St, Decorah, IA 52101
563-382-6212 • revelation-leswigsrenee.com
Fun, fashionable clothing for women of all ages, Merle Norman cosmetics and Hi-Fashion wigs. We do complimentary facials and makeovers where we educate and assist you in personalizing your look. Our Hi-Fashion wigs come in hundreds of colors and styles.

ROCKWEILER APPLIANCE & TV

1789 STATE HIGHWAY 9 E, Decorah, IA 52101
563-382-9000 • rockweilerappltv.com
Rockweiler's offers one of the area's largest major appliance and television displays, with a large portion of the merchandise available for pick-up or delivery. Rockweiler's also employs factory-trained service and sales people, offering guidance before, during, and after the sale.

THE SILVER BIRCH

104 W Water St., Decorah, IA 52101
563-382-4432 • silverbirchdecorah.com
The Silver Birch (formerly Master's Touch) specializes in Christian books, gifts, Bibles, cards, and church supplies. We're ecumenical and carry books from a variety of perspectives. We have gifts for baptisms, confirmations, first communions, graduations, weddings, anniversaries and funerals.

SIMPLY ANTIQUES

801 E Water St, Decorah, IA 52101
563-382-8806
Independent dealer specializing in primitive furniture and Norwegian items. Open by chance or appointment.

SPARROW'S

200 W Water St, Decorah, IA 52101
563-382-5742 • sparrowsdecorah.com
Find unique gifts and fragrances at Sparrow's Candles and Gifts! We offer candles, fragrance oils, soaps, lotions, children's and baby gits, handmade and locally-made gifts, jewelry and unique home décor, all under one little roof!

SPORTS WORLD

212 W Water St, Decorah, IA 52101
563-277-1894 • sportsworld1.com
Sports World is family owned sporting goods store located in Decorah, IA, as well as a store located in Prairie du Chien, WI. Not only do we sell athletic and casual footwear, but we also offer custom made apparel, in-house custom graphics department, embroidery, screen-printing, engraving, and many more services!

STORY PEOPLE

113 E Water St, Decorah, IA 52101
866-564-4552 • storypeople.com
StoryPeople art and stories go out into the world on prints, greeting cards, calendars, books and other delightful gifts for sharing. Available in galleries and gift stores, including several here in Decorah. Stop by anytime, impromptu tours gladly given!

TARA McCONNELL IDLIFE INDEPENDENT ASSOCIATE

Decorah, IA 52101
tara.mcconnell13@hotmail.com
1319445.idlife.com
What makes us Different? It's You!

THORNTON'S FEED & GRAIN, INC.

201 E Broadway, Decorah, IA 52101
563-382-3358 • facebook.com/Thorntons-Feed-Grain-Inc
4th Generation Family Owned Company specializing in: Feeds, Seeds, Pet, Wild Bird. Known as Decorah's downtown pet center we carry multiple lines of dog & cat food, treats, and pet supplies, along with custom grinding/mixing for all livestock needs.

VESTERHEIM NORWEGIAN-AMERICAN MUSEUM STORE

502 W Water St, Decorah, IA 52101
563-382-9682 • store.vesterheim.org
Offering everything Norwegian, from sweaters and traditional solje jewelry to chocolates and lingonberry wines, as well as woodenware, folk art supplies and hand-crafted artwork.

WALMART

1798 Old Stage Rd, Decorah, IA 52101
563-382-8737 • walmart.com

WEST MUSIC

126 E Water St, Decorah, IA 52101
563-382-3684 • westmusic.com
We are a full-service music store with pianos, print music, band and orchestra instruments, guitars, drums, combo equipment, instrument repair and more!

WHAT'S NEW? ANTIQUE STORE

2291 350th St, Decorah, IA 52101
563-380-0214 • whatsnewantiques.com
Stop in and ask "what's new?" It could be a primitive table, a fenton bowl, an advertising piece, a furniture piece or a farm collectible. Browse the "rusty-crusty" items outside. Decorate with period furniture or accessories or add to your collection with items found here.

BACKWATER SPIRITS & MORE

117 W Day Spring Ln
Decorah, IA 52101
563-419-8049 • facebook.com/backwaterspirits
Decorah's premier liquor store offering a carefully curated selection of fine wines, craft and import beers, exceptional liquors and handmade cigars.

BARNEY'S BAR & GRILL

3607 236th Ave
Burr Oak, IA 52131
563-735-5900 • facebook.com/BarneysBarGrill
Good food, good people, good fun! Open at 11am till closing Monday thru Saturday.

BEYOND THE BAR BAKERY

404 W Water St
Decorah, IA 52101
563-419-4016 • beyondthebarbakery.com
Specialty bakery featuring all made-from-scratch goodies. Bars, cookies and our famous One Bite Cakes, which come in 12 flavors!

COURTYARD AND CELLAR

421 W Water St
Decorah, IA 52101
563-382-4630
The Courtyard and Cellar is a little different from most bars. We strive to create an environment that is welcoming, comfortable, safe, and fun. We offer a wide range of quality beverages including local beer, handcrafted cocktails, and nonalcoholic creations.

DON JOSE'S

201 E Water St
Decorah, IA 52101
563-382-6052 • donjosedecorah.com
Fresh, authentic Mexican cuisine. All of our fantastic dishes are made to order using only the freshest, high quality ingredients by our experienced chefs. Featuring affordable lunches, traditional Mexican, and outdoor seating.

DRIFTLESS SMOOTHIE & JUICE BAR

306 W Water St.
Decorah, IA 52101
563-382-6402 • Facebook.com/driftlessjuicebar
We are a family own business. We serve freshly made juices and smoothies made with fresh fruits and vegetables. In addition to juices & smoothies we offer Açai & Dragonfruit Bowls. We are predominantly organic, vegan, raw and gluten-free!

EDE'S & THE ANGRY PICKLE

213 W Water St
Decorah, IA 52101
563-382-9600 • edesangrypickle.com
A unique sandwich shop offering a wide variety of tasty gourmet sandwiches, burgers, soups, and grill items.

FAMILY TABLE RESTAURANT

817 Mechanic St
Decorah, IA 52101
563-382-2964 • familytabledecorah.com
Family-friendly neighborhood restaurant serving breakfast, lunch and dinner seven days a week. Nothing fancy, just good food.

FAREWAY STORES, INC.

103 E Main St
Decorah, IA 52101
563-382-3346 • fareway.com

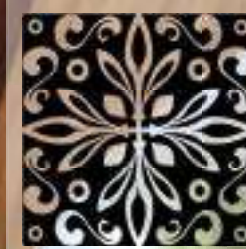
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DECORAHHATCHERY.COM

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Drift less. DINE MORE.



HOTEL WINNESHIEK BAR & RESTAURANT

104 E Water St
Decorah, IA 52101
563-382-4164 • hotelwinn.com
Historic Hotel Winneshiek, Bar and Restaurant is located along a thriving main street with local shops, restaurants, galleries, parks and museums. The onsite bar and restaurant is a great place to gather and enjoy a delicious meal, appetizer, local craft beers, cocktails...drink, eat, gather.

IMPACT COFFEE

101 W Water St
Decorah, IA 52101
563-419-3141 • impactcoffee.com
We offer single origin pour overs, loose leaf tea, nitro cold brew on draft, and creatively crafted espresso drinks on a rotating, seasonal menu. You will find our coffee at several restaurants & cafés throughout the Driftless region.

JAVA JOHN'S

400 W Water St
Decorah, IA 52101
563-382-5690 • javajohnscoffeehouse.com
Our coffee is delicious, that's kind of obvious. But did you know it's also organic and fair trade? We are about coffee, food, and friends. Where the coffee is always on and the food is always homemade.

KOREANA

207 W Water St
Decorah, IA 52101
563-382-6262 • koreanadecorah.com
Visit us to enjoy authentic, Japanese cuisine made to suit your taste. You will find your favorite traditional Japanese dishes and original menu items created by our chef.

LA RANA BISTRO

120 Washington St
Decorah, IA 52101
563-382-3067
Seasonally driven farm-to-table scratch menu, house-crafted cocktails, local beer list and hand picked wine selection-- La Rana's offerings and warm atmosphere are unbeatable. Finish up with one of the delicious housemade desserts. This casual, intimate bistro is a gem.

LUNA VALLEY FARM

3012 Middle Sattre Rd
Decorah, IA 52101 • lunavalleyfarm.com
Open Friday evenings from May through October for wood fired pizza made with ingredients from our gardens and pastures. Heritage pork and 100% grass fed beef and lamb available for retail and bulk purchase. Oh, and we offer glamping (i.e. luxury tent with king beds!)

LYNCH BBQ COMPANY

2486 171st St
Decorah, IA 52101
563-382-4420 • lynchbbq.com
Lynch BBQ Catering offers a wide variety of catering services and dining options for our guests. From appetizer events, weddings, backyard barbecues, or open houses, we offer the services, equipment, and experience to help create a great event.

MABE'S PIZZA

110 E Water St
Decorah, IA 52101
563-382-4297 • mabespizza.com
Voted one of the "Top 100 Places to Eat in Iowa Before you Die" by the Des Moines Register, Mabe's Pizza is a must-stop in Decorah!

MAGPIE CAFE & COFFEEHOUSE

202 West Water Street
Decorah, IA 52101
563-387-0593 • MyMagpieCoffee.com
Locally owned breakfast & lunch cafe offering up creative, area-sourced American fare for breakfast & lunch. Brewing up daily specialty espresso drinks & extraordinary teas.

MCCAFFREY'S DOLCE VITA

2149 Twin Springs Rd
Decorah, IA 52101
563-382-4723 • mcdolcevita.com
McCaffrey's Dolce Vita offers an array of Italian favorites, including capellini, spaghetti and meatballs and manicotti. Nestled in the wooded Twin Springs Park, a short scenic drive from downtown Decorah, we offer indoor and outdoor dining.

OLD ARMORY BBQ

421 W Water St
Decorah, IA 52101
563-382-6208 • oldarmorybbq.com
Enjoy mouth-watering barbeque, made in-house and smoked daily. Platters, sandwiches, salads and sides are served in a casual "down-home" atmosphere. Old Armory is a counter-service restaurant featuring daily specials.

ONEOTA COMMUNITY FOOD CO-OP

312 West Water Street
Decorah, IA 52101
563-382-4666 • oneotacoop.com
The Oneota Co-op is a cooperative grocer in downtown Decorah featuring fresh, local and organic produce, an in-house deli (serving breakfast, lunch, and dinner), local and humanely raised fresh and frozen meat options, assorted packaged grocery items, nutritional supplements and body care items.

PIZZA RANCH

212 College Dr
Decorah, IA 52101
563-382-8744 • decorahpizzaranch.com
Buffet and delivery available every day. Party room available.

RUBAIYAT

117 W Water St
Decorah, IA 52101
563-382-9463 • rubaiyatrestaurant.com
Rubaiyat features a seasonal menu emphasizing straightforward & approachable cuisine that both looks and tastes clean and composed. We serve ingredient - driven dishes using the highest quality products, in season, and local when available.

RUBY'S RESTUARANT

120 E Water St
Decorah, IA 52101
563-382-2558
A family-owned restaurant serving delicious home-style meals since 1968. Featuring full breakfast and lunch menu, Norwegian specialties, lutefisk, lefse and much more! We are home to the famous Ronnie Rolls, either cinnamon or caramel-pecan.

SODEXO - LUTHER DINING

700 College Dr
Decorah, IA 52101
563-387-1460 • sodexousa.com
Luther College Dining Services offers the local community top-notch food, with full-service on and off campus catering, an-all-you-can-eat food court, signature sandwiches, locally roasted Impact Coffee, local ice cream and so much more.

STONE HEARTH INN

811 Commerce Dr
Decorah, IA 52101
563-382-4614
Relaxed atmosphere featuring steaks, seafood, pasta, sandwiches, salads and broasted chicken. Lower-level lounge available for events or special occasions. Located off Hwy 9, within walking distance of Super 8 and Quality Inn. Open for lunch and dinner.

SUBWAY RESTAURANT

304 College Dr • 563-382-9819
809 Short St • 563-382-5666
Decorah, IA 52101
subway.com
"Eat Fresh" with freshly made sub sandwiches and salads. Catering and party subs available.

SUGAR BOWL ICE CREAM CO.

410 W Water St
Decorah, IA 52101
920-559-1590 • sugarbowldecorah.com
Sugar Bowl is a one of a kind, locally owned, hard serve ice cream shop with 28 super premium flavors. Choose anything from a cone or dish to a do-nut sundae or six flavor flight!

T-BOCK'S SPORTS BAR & GRILL

206 West Water Street
Decorah, IA 52101
563-382-5970 • tbocks.com
Favorite local hangout! Burgers, wraps, salads, appetizers, and the best wings around. Coldest beer in town. 22 taps with lots of local options. Serving daily 11am to 10pm.

U-2 BBQ & CATERING

1676 Highway 52
Calmar, IA 52132
563-562-3929 • u2bbq.com
We will work with you on your food planning for groups of all sizes. We will serve your group anywhere, anytime...a thrifty, delicious way to treat your guests to our finest quality catering service. Either stop by or telephone U-2 BBQ, and leave the "guest work" to us!

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121 College Dr
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563-382-4591
Locally owned ice cream stand since 1954.

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Specializing in organic & locally grown.

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563.382.4666 • www.oneotacoop.com
Mon-Sat 8 am-8:30 pm • Sunday 10 am-7 pm

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563.419.3141

T-Bock's

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563-382-5970

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Kitchen Open 11am-10pm.

tbocks.com

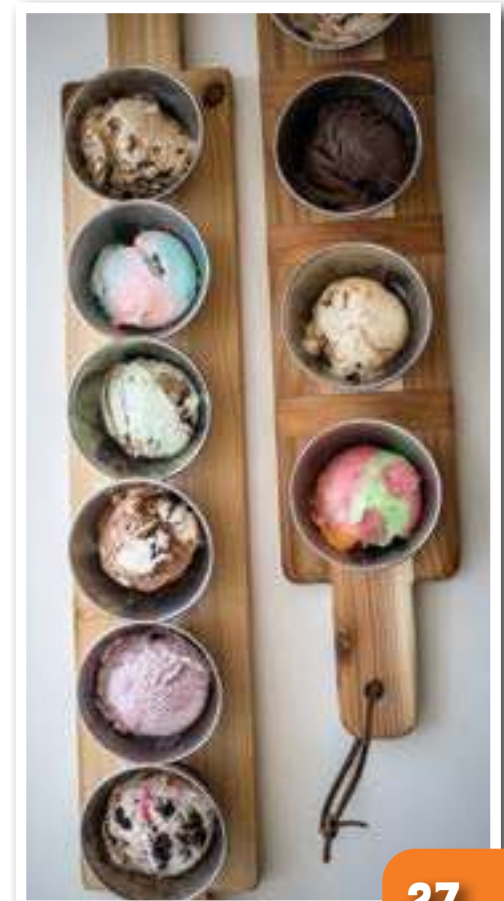


Image Credit: Sugar Bowl Ice Cream Co.



SPOTLIGHT

Luna Valley Farm

Pizza might not be the first product that comes to mind when you put “Iowa” in front of “farm,” but on a rolling home-stead just north of Decorah, that’s exactly what you’ll find every Friday night (and some holidays!) May through October. Founded by Maren and Tom Beard, Luna Valley Farm is also home to a flock of sheep, beef cattle, heritage pigs, and two private, posh wall tents—among the first ‘glamping’ in the state. And, as if putting their mission into motion, Luna Valley is powered field-to-fork by the sun, with Maren and Tom’s farmhouse, barn-based commercial kitchen, and glamping shower facilities running on a 20kw solar array. In short, Luna Valley Farm offers locals and visitors a look at how a small working farm in might have big impact in its community.

Opened in 2017, Luna Valley’s flagship business is hosting ‘Pizza Nights,’ inviting customers out to mix and mingle while their artisan pizza is fired in Luna Valley’s wood-burning oven. Tom,

who grew up just a half-mile away on his family’s organic dairy farm, raises many of the pork products that top the pizzas—including the sausage on the Pig & Fig, a menu staple (also featuring olive oil, sopressata ribbons, fresh mozzarella, shaved parmesan, and fig balsamic drizzle). Guests may purchase Luna Valley meats to take home from a display freezer at the barn.

The pizza menu changes season-



ally, Maren explains, making the most of fresh, locally raised ingredients and bringing a broad range of customers together to enjoy them. In spring, those toppings might include pea shoots and edible flowers from Canoe Creek Produce, a market garden run by Tom’s aunt, Barb Kraus. In the heat of summer, it’s heirloom tomatoes, basil, and Iowa sweet corn. And in fall, you might taste local Luscious pears. “We think of it as ‘eating in place,’ or, what’s good at the moment,” Maren says. “These things are not around forever, and they’re to be enjoyed while they last.”

Luna Valley is also progressive about its drink menu, featuring 8 taps of local and regional beers, ciders, and sparkling wines, along with Spring Grove and Wisco Pop sodas for kids and kids-at-heart. 2019 marks the debut of several natural wines from very small farms in Italy, Spain, and France, made available to Luna Valley by—you guessed it—a local distributor, Abu Nawas Beverage Company. “We go for the clean-label stuff and

are super excited to feature products from farms that farm the way we do,” Maren says. “Small-scale and committed to growing resilient communities.”

Tasting Tips

- Call ahead if you’re a big group, and treat it like a picnic, Maren suggests. No BYOB, but snacks are welcome while you stretch out in the sunshine to wait for your pizza. Hours and updates at www.facebook.com/lunavalleyfarm

- If you have small children or difficulty walking from Luna Valley’s pasture parking, feel free to park farther up the drive.

- Give the farm a nod for your special event—private parties, receptions, fund-raisers, and the like. “We can do a pizza buffet and give your out-of-town guests a memorable taste of Northeast Iowa,” Maren says. One Friday in May 2019, Luna Valley donated 20 percent of pizza proceeds to Winneshiek Energy District, a local hub for alternative energy systems, energy efficiency, and policy surrounding how Iowa powers its homes and businesses.

3012 Middle Sattre Road
Decorah, Iowa 52101



www.lunavalleyfarm.com

Visiting Winneshiek County?

While you’re in the Decorah area, we want you to drift less and connect more. While your exchanges with the businesses below don’t have to be about money, they should be about genuine human connection. Make a purchase, make an inquiry, provide some valuable feedback, or just have a little authentic Midwestern conversation before you ask that folks stamp your card right where their logo lives. Then, everybody wins. You know. Even if you don’t technically win at this BINGO thing.

Have your visit stamped for a chance to win \$500 in Chamber Dollars!

B I N G O



Submit your completed BINGO card and your name will be entered in the drawing to take place in both 2020 and 2021!
Mail to: Decorah Area Chamber of Commerce, 507 W. Water Street, Decorah, IA 52101.

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Email Address _____

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WOOD FIRED PIZZA. GLAMPING.
SMALL BATCH BEEF, PORK, & LAMB.



3012 Middle Sattre Rd, Decorah, IA
lunavalleyfarm.com

Drift less. STAY MORE.



"A" PERFECT PLACE

404 Vernon St
Decorah, IA 52101
563-380-8080
The A-frame house is a 4 bedroom, 3 bath, fully furnished home conveniently located near downtown. The home has two king, 4 queen, and 1 full size bed. Relax inside with the pool table and lounging areas or enjoy the large enclosed deck overlooking the dry run creek.

508 ON JEFFERSON

508 Jefferson St
Decorah, IA 52101
952-334-1776 • 508onjefferson.com
This is the perfect place to stay for groups or families. Located on a quaint, quiet street just two blocks from downtown, this three story Victorian has been elegantly remodeled. With four bedrooms and five bathrooms, it easily accommodates ten guests.

A RED BIRD HOUSE, LLC

512 Baker Ave
Decorah, IA 52101
612-363-6135 • aredbirdhouse.com
Located just a few blocks away from the heart of downtown Decorah. Fully updated with three bedrooms, spacious dining and living areas, and a large, private backyard. An idyllic getaway filled with comfort and charm.

AMISH VALLEY CABINS

38109 134th St.
Canton, MN 55922
507-259-1454 • amishvalleycabin.com
Come stay at the Amish Valley Cabin, where we offer a beautiful scenic setting. You'll be able to sit back and relax in a quiet and peaceful atmosphere.

B&B ON BROADWAY

305 W Broadway
Decorah, IA 52101
563-382-1420 • bandbonbroadway.com
Enjoy luxurious accommodations in this 1910 Victorian home. Built by Norwegian immigrants it is located in Decorah's historic district, two blocks from downtown shops and restaurants. Each room has a private bath. Enjoy an organic breakfast daily.

BAKKE FAMILY FARMHOUSE

2131 Oil Well Rd
Decorah, IA 52101
563-382-2811
Located 4.5 miles east of Decorah, on Hwy 9, this 4 bedroom house with queen size beds includes a fully-stocked kitchen, washer, dryer, 1.5 bathrooms, and spacious lawn and deck, with furniture and grill. No pets or smoking.

BEAR CREEK BUNGALOW'S LITTLE RED CABIN

3495 Bear Creek Rd
Decorah, IA 52101
563-379-0021
The Little Red Cabin is located just 15 minutes outside of Decorah, Iowa in the beautiful Highlandville area. The cozy and recently updated cabin is situated just a few feet from Mestad Spring, feeding into South Bear Creek, one of the top trout streams in Iowa. The Cabin has 2 bedrooms and one bathroom.

BEAR CREEK CABINS & HIGHLAND GENERAL STORE

3497 Highlandville Rd
Decorah, IA 52101
563-546-7722 • bearcreekcabinsia.com
We offer seven fully furnished cabins for rent year-round! The campground has primitive and electrical sites and is on the South Bear trout stream. The General Store stocks groceries, fishing/hunting supplies and unique gifts!

BOARDERS INN & SUITES BY COBBLESTONE

515 1/2 W Water St
Fayette, IA 52142
563-425-0214 • staycobblestone.com
41 rooms, indoor pool and hot tub, meeting room, enhanced continental breakfast, and lounge area with beer and wine.

CHASE THE ADVENTURE LICENSED HUNT & GUN CLUB

1838 Middle Calmar Rd
Decorah, IA 52101
563-532-9821 • chasetheadventure.com
The 113 year old dairy barn has been refurbished into a rustic, comfortable lodge that can accommodate meetings, parties, and dances. Handgun and rifle ranges are available every day. Clays, trap, skeet, sporting and 5 stand available weekends or by appointment.

COUNTRY INN & SUITES BY RADISSON

2042 State Highway 9
Decorah, IA 52101
563-382-9646 • countryinns.com/decorahia
Available to Country Inn and Suites guests: Free cookies and coffee, Largest heated indoor pool and hot tub, real dishware with breakfast every morning, connected to Trout Run Trail, and exceptional customer service. We status match ANY hotel rewards program.

DAY STREET SUITES

408 Day St
Decorah, IA 52101
319-269-6046 • daystreetsuites.com
Main floor, 1 & 2 bedroom suites located in the historic Phelps Mansion. This place is full of historic character, has many updates through our rehab process, and offers many modern amenities. The suites are fully furnished, arrive and enjoy!

DECORAH HIGH POINT PINE CREEK CABINS

284 Old Spruce Dr
Decorah, IA 52101
563-277-0049 • decorahhighpoint.com
Eight beautiful cabins overlooking the scenic valley of the Driftless Region in Decorah. Come enjoy northeast Iowa's beauty.

DOLLY'S PLACE

304 Winnebago Street
Decorah, IA 52101
319-269-6046 • dollysplace304.com
Best location in town!! One block from Decorah's city center. Full house, five bedrooms and two baths. Amazing front porch and back deck. Off-street parking. Perfect for your entire family or larger group. Fully furnished.

DRIFTLESS VACATION RENTALS, LLC

563-202-0703 • driftlessvacationrental.com
Driftless Vacation Rental properties are your home away from home! We offer luxury accommodations that are centrally located to area restaurants, shopping, and attractions. Our properties come fully equipped with everything you need to make yourself at home.

DUG ROAD INN

601 W Main St
Decorah, IA 52101
563-382-9355 • dugroadinn.com
A spectacular blend of classic & contemporary style. Three bedrooms and two suites have private baths, four with jetted tubs. Daily full breakfast features locally produced food. Wireless internet, laundry and kitchen facilities.

FAIRFIELD BY MARRIOTT

2041 State Highway 9
Decorah, IA 52101
563-382-8800 • marriott.com
The new Fairfield by Marriott is located on Hwy 9, east of Hwy 52, directly above the Trout Run Trail. Featuring 84 guest rooms and suites, pool, fitness center, free hot breakfast, business center and free Wi-Fi. Don't forget about Marriott BonVoy, the rewards program for guests.

FERN HOLLOW CABIN

1591 Manawa Rd
Decorah, IA 52101
563-382-8013 • fernhollowcabin.com
Fern Hollow is a historic log cabin in the lush woods of Northeast Iowa and is solar powered. Come alone, or come with friends or family. Come sit still, or come play all day. Enjoy an optional homegrown organic breakfast!

GREAT RIVER ROAD CABIN

1936 Great River Rd
Lansing, IA 52151
319-269-6046
2 bedroom, 1 bath cabin. Fantastic main channel Mississippi River view, large open front porch. Available May - October. A perfect get-a-way location to enjoy all your activities in Northeast Iowa. Fully furnished, arrive and enjoy!

HARVEST FARM CAMPGROUND

3690 318th Ave
Harmony, MN 55939
563-883-8562 • wecamp.com
Experience the beauty of Northeast Iowa & the Upper Iowa River. A private family campground offering a unique experience for campers of all types. Whether camping alone or with family and friends, there's a refreshing escape waiting for everyone.

HOTEL WINNESHIEK BAR & RESTAURANT

104 E Water St
Decorah, IA 52101
563-382-4164 • hotelwinn.com
Historic Hotel Winneshiek, Bar and Restaurant is located along a thriving main street with local shops, restaurants, galleries, parks and museums. The onsite bar and restaurant is a great place to gather and enjoy a delicious meal, appetizer, local craft beers, cocktails...drink, eat, gather.

HRUSKA'S CAMPGROUND & CANOE LIVERY

2633 W Ravine Rd
Decorah, IA 52101
563-547-4566
Scenic campground and canoe/kayak rental located along the beautiful Upper Iowa River in Bluffton, Iowa. Call us for reservations.

HUTCHINSON FAMILY FARM CAMPGROUND

2299 Scenic River Rd
Decorah, IA 52101
563-382-3054 • hutchff.com
With riverside views that can't be beat, Hutchinson's log cabins are fully furnished and airconditioned with large patios and fire rings and offer scenic views of the Upper Iowa River bluffs.

HYGGE HÄUS

206 Lloyd St
Decorah, IA 52101
563-380-8080
Comfortable and cozy describes this one level "shotgun" house. Fully furnished, off-street parking and bike storage. Close to downtown, for walking convenience. Short or long term stays available.



www.visitdecorah.com
(563) 382-3990
#VisitDecorah



508 ON JEFFERSON
Decorah, Iowa • 952.334.1776
508onjefferson.com



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SPOTLIGHT

Highlandville General Store & Campground

fair about it.”

The store’s three aisles contain predictable vacation staples, like sweatshirts and marshmallows, but Highland General is also a dealer for high-end gear, including waders, vests, and poles. They carry a full range of hunting supplies, including muzzle-loaders, and sell both fishing and hunting licenses. “I know I’m doing something right when returning guests call ahead to have me put together a box of flies,” Gary says. “They could buy them in the big stores, on their way here, but they don’t. When you treat people as you’d want to be treated, they remember it.”

Repeat business is in fact a big part of the Highland General legacy. The family’s cabins, sized for two to eight people, can book a year in advance for weddings, reunions, area festivals, even quilting retreats and a bit of respite after a visit to Mayo Clinic in nearby Rochester, Minnesota. The permanent camping hookups, in the main campground and along scenic Quandahl Road, some-

times have a waiting list 50 inquiries deep. For first-timers, though, spots in the main campground are often open first-come, first-serve, and there’s always a welcoming mix of locals and out-of-towners, with kids scampering over the playground equipment, and neighboring campers sharing bonfires. For more information, visit bearcreekcabinsia.com

The drive down Highlandville’s iconic white-gravel roads is always worth it, Bev concludes. “We aim to provide an experience that’s truly unique: before long, you’re shutting off your cell phone (reception is scarce anyway), and we’ll ring up your groceries by hand—we’ve never had a barcode scanner. When the sun sets, you’ll see more stars than you might have imagined possible.” In other words, it’s a place to fall for—hook, line, and sinker.

3497 Highlandville Road,
Decorah, IA 52101
563-540-7722



www.bearcreekcabinsia.com



Situated on Iowa’s top trout stream—South Bear Creek—and surrounded by limestone bluffs, Highland General Store has always been the place to find just what you need (such as batteries, a case of Busch Light, postcards, a furnace fuse). It’s also been the legendary hub for general knowledge of what’s hatching, what’s biting, and what other events a guest might want to catch in Decorah, Iowa, to the south, and Spring Grove, Minnesota, to the north.

Now three generations in the making, this catch-all store in Highlandville is a diverse family business, hosting guests seasonally in two modern campgrounds and year-round in seven custom-built log cabins. And while times have changed, one thing hasn’t: a commitment to customer service, says Gary Stortz, who has been behind the till since 1988, along with his wife, Bev. Their sons and daughters-in-law, Matt and Jennie Stortz, and Mitch and Amanda Stortz, partnered with them to build the cabins and manage many of the day-to-day lodging operations.

True, it can be hard to know what to stock in a modern “general” store, when your customers run the gamut from farmers who need spare tractor belts to fishing pros who fly in from every corner of the country, Gary explains. “But if you listen carefully, customers will tell you what they need and want. If we don’t have it, we will sure try to get it, and be



KENDALLVILLE PARK & CAMPGROUND

K Park Rd
Kendallville, IA 52136
563-534-7145 • winneshiekwild.com
Situated along the Upper Iowa River, with restrooms, picnic tables, shelters, playground equipment, sports areas and canoe access. Choose from 28 sites with electrical hookups and 10 primitive sties. Showers, drinking water and dump stations available. No advance reservations.

KNOTTY PINE GUEST HOUSE

1323 255th Ave
Fort Atkinson, IA 52144
563-380-8762
Hand-crafted log cabin available for daily rental. Featuring three bedrooms, two baths and all the amenities of home!

LAKE MEYER PARK & CAMPGROUND

2546 Lake Meyer Rd
Fort Atkinson, IA 52144
563-534-7145 • winneshiekwild.com
Campground includes 27 sites with electrical hookups and seven primitive sites, restroom and shower facilities and dump station. Features trails, fishing docks, ball diamond, playgrounds, and picnic shelters. No advance reservations.

LAVENDER FIELDS INN B&B

103 W North St
Calmar, IA 52132
507-458-8728 • lavenderfieldsinn.com
Built in 1885, this beautiful Victorian farmhouse has been tastefully renovated preserving many original features with modern conveniences. There are 5 guest rooms with queen beds and Amish quilts, private baths and a closet. Walking distance to PIVO Brewery and the Prairie Farmer Trail. 10 minutes from beautiful Decorah.

LEYTZE'S CORNER BED & BATH

704 W Water St
Decorah, IA 52101
563-382-5856 • leytzescorner.com
Furnished with stylish 1920's antiques, this cozy Bed & Bath captures the charm of days gone by.

LITTLE HOUSE ON THE FARM

892 Pole Line Rd
Postville, IA 52162
563-864-7304 • littlehouseonthefarm.com
Two separate units located between Waukon and Decorah. The Little House has the look of a pioneer cabin. The Guest Barn was rebuilt by salvaging a nearby barn. Each accommodates six. Breakfast, made from scratch, is delivered each morning.

MINK CREEK LODGE

16724 Bighorn Rd
Wadena, IA 52169
563-774-3055 • minkcreeklodge.com
Mink Creek Lodge is a secluded log home on 200 acres. The lodge sleeps 10, with all the amenities of home. We also offer walking trails, and a mile of Mink Creek runs through the acreage.

NORDIC NOOK, LLC

222 1/2 E Water St
Decorah, IA 52101
248-563-4956 • nordicnook.com
In the heart of downtown Decorah, this charming loft is a perfect place to relax and play. Fully updated with two bedrooms, spacious kitchen and living room, a relaxing back deck and just steps from all Decorah has to offer.

Drift less. STAY MORE.

PULPIT ROCK CAMPGROUND

505 Pulpit Rock Road
Decorah, IA 52101
563-382-9551 • parks.decorahia.org
Located within walking distance of downtown Decorah, the Upper Iowa River, Twin Springs Trout Stream, and Trout Run Trail. Facilities include 56 back-in, 19 pull-through, and 37 tent sites; electrical hookups, restroom/shower houses, dump/water stations, canoe landing, playground, Wi-Fi, and other amenities. Some reservations accepted.

QUALITY INN & SUITES

705 Commerce Dr
Decorah, IA 52101
563-382-2269 • choicehotels.com
Nestled in Decorah’s hills, and located near the Trout Run Trail, this 58 room, smoke-free property is minutes from downtown and Luther College. Enjoy a free hearty breakfast, wireless internet, evening snacks and indoor pool. Variety of room types, from traditional to deluxe, and whirlpool suites.

RANDY'S BLUFFTON STORE

2619 W Ravine Rd
Decorah, IA 52101
563-735-5738
The scenic bluffs are hard to miss at this stunning location. In the heart of Bluffton and along the Upper Iowa River, this campground features 40 sites with electrical hookups and 100 primitive sites, plus restrooms, showers, dump station, picnic shelter and on-site store/restaurant. Canoe/kayak rentals available with shuttle service. No advance reservations.

RED'S RETREAT & GUESTHOUSE

602 W Water St
Decorah, IA 52101
563-380-5772 • redsretreatdecorah.com
Perched on Water Street across from the Vesterheim Museum, our 3 level farm house has 5 bedrooms, 3.5 baths and sleeps up to 13 guests. The 1,100 square foot common space is perfect for family gatherings, reunions & more. Stay in the heart of downtown Decorah!

SERENITY VALLEY BED & BREAKFAST

1715 125th St
Ossian, IA 52161
563-532-9322 • serenityvalleybb.com
Serenity Valley has everything you need to relax and reconnect with family and friends. Serenity Valley is a little “peace” of paradise!

SPRINGER SHADYREST ON BROADWAY

205 E. Broadway St.
Decorah, IA 52101
563-380-0502 • shadyrestdecorah.com
Cozy, private and newly renovated 2 bedroom apartment. Located 2 blocks from downtown Decorah.



Header Image Credit: Dug Road Inn

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SUNRISE CABINS AT SOUTH BEAR CREEK

1342 Quandahl Rd
Decorah, IA 52101
515-681-2055 • southbearcreek.com
This secluded cabin located in scenic Northeast Iowa allows you to experience nature with the comfort of modern living. Trout fishing at South or North Bear Creek, walking trails on property, relaxing around the fire pit or on the deck.

SUPER 8

810 State Highway 9 E
Decorah, IA 52101
563-382-8771 • wyndhamhotels.com
Located steps from the Trout Run Trail, amenities at this great location include high-speed internet, an exercise facility and complimentary hot breakfast. Great for wedding blocks and bus groups. 100% non smoking. Microwave/refrigerator in each room. Restaurant/bar behind motel.

TAYLOR MADE BED AND BREAKFAST

330 South Main
Spillville, IA 52168
563-379-1962 • taylormadebedandbreakfast.com
Beautifully decorated Victorian home featuring three upstairs guest rooms with private baths, a suite on the main floor and two outside cabins. Awaken each morning to the aroma of freshly baked breads and delights served in the dining room.

THE LOFT ON WATER STREET

106 E Water St
Decorah, IA 52101
515-883-0669
This modern two-bedroom, two full bath apartment is perfectly situated in downtown Decorah. Within steps of the restaurants, museums and shopping! Each bedroom features a private bath. The full-size kitchen opens into a living area and pool table. Take advantage of the spacious two-car garage for parking, bikes, kayaks or fishing gear.

THE ROUNDHOUSE RETREAT

2884 Bluffton Rd
Decorah, IA 52101
563-382-2194 • theroundhouseretreat.com
This geodesic guest house is located five miles northwest of Decorah. The secluded, wooded setting is ideal for any gathering of family and friends. Modern kitchen, two full baths and enough beds to sleep 20 people. Open year-round.

TWIN SPRINGS LODGE

2152 Twin Springs Rd.
Decorah, IA 52101
563-380-0685 • twinspringslodge.com
A beautiful family-friendly lodge located just outside of Decorah near Twin Springs park, Pulpit Rock Campground and the Trout Run Trail. The private yard and unique home design brings natural and refurbished wood and stone back to life. Fully furnished and the perfect getaway for any family.

WHAT'S NEW? CABIN

2291 350th St
Decorah, IA 52101
563-380-0214 • whatswantiques.com
Stay for a day or stay for a while. Cabin is 1/2 mile from Decorah. Trout fishing, Fish Hatchery, bike trail, Decorah Eagles and snowmobile trail. Large deck with gas grill and fire pit. The cabin was built in 2016 and features heat and air.

WHISPERING PINES CABIN LLC

1824 Canoe Ridge Rd.
Decorah, IA 52101
563-380-0136
Whispering Pines Cabin is your home away from home near Decorah. It features a full kitchen, outdoor grill and fire ring. The cabin has indoor plumbing and is open year-round, with heat and air conditioning. Come relax and enjoy!

WHITETAIL CABIN

2371 Middle Calmar Rd
Decorah, IA 52101
563-380-7217 • www.whitetailcabin.com
Stay for a day or stay for a while. Cabin is 1/2 mile from Decorah. Trout fishing, Fish Hatchery, bike trail, Decorah Eagles and snowmobile trail. Large deck with gas grill and fire pit.

WINNEBAGO RETREAT

115 Winnebago St
Decorah, IA 52101
563-382-6139
sites.google.com/site/winnebago retreatdecorah
Winnebago Retreat is one of a kind home away from home in the heart of historic downtown Decorah. A 1100 sq. ft. loft with luxurious amenities that will make your stay special. Take advantage of The Hairloom Salon & Spa below and make your stay a true spa-like experience!

PET LODGING

CANOE RIDGE KENNELS INC.

2773 Lannon Hill Rd
Decorah, IA 52101
563-382-0400 • canoeridgekennels.com
Providing upscale pet boarding and grooming services since 2003. Visit our newly expanded retail area. Experience "unleashed" excellence in pet care at Canoe Ridge.

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SPOTLIGHT

Impact Coffee

When Jeff Brown started roasting coffee in 2015, he knew only that a cup of good coffee, served by uber-knowledgeable and charismatic staff, had a future in Decorah. He and his wife, Anja, had run The Perfect Edge frame shop on Washington Street on largely the same premise for nearly 30 years by that point, and their sons, Sean and Kai, had grown up in the family business (not always amicably, as any biz kid will tell you!). When Jeff went looking for a new skill set to expand their collective presence downtown, Impact Coffee Bar & Roasters proved a fitting direction. "It was that, or a craft brewery," Jeff jokes, "but that territory is pretty well claimed." (See Decorah's standouts: Pulpit Rock Brewing Co. and Toppling Goliath.)

Now Decorah's premiere roastery, Impact serves wholesale and retail customers with custom roasting, biscotti and baked goods by Anja, a full espresso bar, seasonal hand-crafted coffee drinks (Salted sugar bush latte? Agave sweet turmeric latte?) and a wide array of quality loose-leaf tea. Impact brings in coffee beans originating all over the

world via the renowned Cafe Imports in Minneapolis. Many batches are organic and Fair Trade; all of them are premium arabica beans. Sean now works alongside Jeff as Impact's manager—and maintainer of Impact's poster-beard, appearing as the iconic "Nitro Man" (for nitro cold-brew coffee) on decals and Twitter.

In summer 2019, Impact poured energy into its boldest idea yet: a move into the 21/2-story former JC Penney's building on Water Street. "It's a huge undertaking," Jeff says of the 5,000+ square feet, "a group effort, shared between our building owner/partners, our staff, and customers." The space builds on the Brown family's keen eye for detail and presentation, starting with the refurbishment of the storefront's stone entryway and plate glass windows. Jeff, for his part, has been systematically studying operations and service in coffee bars across the country, while Sean, usually a guy of few words, is a tad giddy



about the coffee bar hardware: state-of-the-art recessed equipment not usually sighted outside of coffee towns like Portland.

Best of all, they say, the vaulting new space represents direct collaboration with customers. "What's been amazing is that as we're working, people will take the time to say, 'You know, it would be really awesome to have X or Z, or, to repurpose this antique Y I found,'" Jeff explains. That's how their first storefront got its trademark restored archway (from the former Fjelstul Funeral Home), and it's how the new store will prioritize lounge seating and a multi-use floor plan. "This is a place to meet up and connect with people, to find a place to sit and catch up," Jeff forecasts, adding that Impact may add beer and wine to its lineup. "It's a place to study and to listen to live music. It's after dinner downtown, or on your way to some other event."

"And it's where you'll get the best coffee around," Sean adds, "from people who are excited about craft."

101 W. Water Street,
Decorah, Iowa 52101
563-419-3141



www.impactcoffee.com



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ENTERTAIN MORE.

ARTHAUS
107 W Broadway
Decorah, IA 52101
563-382-5440 • arthausdecorah.org

Decorah's Community Art Center with weekly classes, an art gallery featuring local artists, and host to several creative events in the community. Check out arthausdecorah.org for the latest classes and event listings.

BLEPTA STUDIOS
101 Huber Dr
Calmar, IA 52132
563-562-1053 • pivoblepta.com

Blepta Studios, located together with PIVO Brewery, offers social art classes where you can relax with friends while making art to take home! Sara Neuzil creates vibrant majolica tiles and intricate batik eggs perfect for gifts or for your home.



Image Credit: ArtHaus

**LUTHER COLLEGE
CENTER STAGE SERIES**
700 College Drive
Decorah, IA 52101
563-387-1357 • enterstage.luther.edu

Enjoy world-renowned performances through Luther College's Center Stage Series, it its impressive 1,400 seat auditorium, the Center for Faith and Life. Shows featuring music, dance, theatre, and more are presented September through April. Pre-show dinner options available, too.

NEW MINOWA PLAYERS
906 S Mill St
Decorah, IA 52101
563-382-5174 • newminowaplayers.org
The New Minowa Players is an extremely active community theatre, producing five or more shows annually. We welcome both new and seasoned actors, backstage workers and audience members.

ONEOTA FILM FESTIVAL
PO Box 15
Decorah, IA 52101
director@oneotafilmfestival.org
oneotafilmfestival.org
The Oneota Film Festival is a local nonprofit dedicated to bringing quality independent films to our community. OFF strives to inform, inspire and engage our audience through monthly film screenings, a yearly festival, discussions and educational programming.

**ONEOTA VALLEY
COMMUNITY ORCHESTRA**
PO Box 34
Decorah, IA 52101
ovcorchestra.org
The OVCO is a volunteer ensemble presenting live classical music to residents of the Oneota Valley, promoting music education and providing opportunities for amateur and professional musicians to continue the lifelong study and performance of classical music.

VESTERHEIM FOLK ART SCHOOL
502 W Water St
Decorah, IA 52101
563-382-9682 • vesterheim.org
Experience the joy of creating something by hand as you make new friends and learn from the best American and Scandinavian instructors! Classes vary from a half-day to a week and include fiber arts, woodworking, painting, cooking, jewelry, knifemaking and more.



www.visitdecorah.com
(563) 382-3990
#VisitDecorah

WINNESHIEK COUNTY

VILLAGE OF BURR OAK

Follow Highway 52 into the northern reaches of the county, close to the Minnesota border, and you'll discover an area with a wealth of attractions in a charming rural setting, from wineries, antique shops, Laura Ingalls Wilder Museum, and Barney's Bar & Grill.

VILLAGE OF BLUFFTON

Central to great recreation, Bluffton is the place to set off on one of the best recreational activities in Winneshiek County - a ride down the Upper Iowa River. Whether by canoe, kayak or innertube, the run from Kendallville into Decorah presents you with breathtaking bluffs and views.

CITY OF CALMAR

101 S Washington St
Calmar, IA 52132
563-562-3154 • calmaria.com
Calmar, population 1,000, is located at the junction of U.S. highway 52 and State highways 24 and 150. Once a major railroad hub, today Calmar is a welcoming community with tons of midwest charm. Popular attractions include: The 20 mile Prairie Farmer Recreational Trail, Lake Meyer County Park known for camping and fishing, and South Winneshiek Golf and Country Club.

CITY OF CASTALIA

1518 Centennial Rd
Castalia, IA 52161
563-567-8316
With a population of just under 200 people, Castalia is a special little town with lots of character. The regionally known "Castalia Tractor Days" is a festival that takes place every June and draws in hundreds of people and tractors. The festival includes raffles, live music, a local Fireman's water fight, a special church service and a parade. It's a great event for the entire family.



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CITY OF DECORAH

400 Claiborne Dr
Decorah, IA 52101
563-382-3651 • decorahia.org
Decorah, population 8,000, is a warm and vibrant town that offers plentiful recreation, a charming downtown, and natural beauty. Decorah is a popular destination in northeast Iowa for many reasons, including: outdoor recreation such as kayaking/canoeing on the Upper Iowa River and biking or walking on the 11 mile Trout Run Trail, numerous cultural events, parks, museums, arts organizations, live music, a farmers market and food co-op. The pedestrian-friendly town center is home to many niche eateries and shops.

CITY OF FORT ATKINSON

PO Box 36
Fort Atkinson, IA 52144
563-534-3029 • fortatkinsoniowa.com
Fort Atkinson is a historic community with endless character. Located in the southwest corner of Winneshiek County, this community is the home to approximately 350 residents. It is well known for it's Rendezvous Days celebration, which takes place in September at the historic Fort Atkinson State Preserve. Fort Atkinson was built to protect the Ho-Chunk (Winnebago) during their forced removal from Wisconsin.

VILLAGE OF HIGHLANDVILLE

This little community boasts big escape to the great outdoors with the best trout fishing in Iowa! It's the perfect place to get away from the daily grind. Whether you hunt, fish, hike or just want to relax in a beautiful setting - Highlandville is the perfect destination for your journey.

CITY OF JACKSON JUNCTION

1201 County Rd
Jackson Junction, IA 52171
Jackson Junction is a small community where you will find the Turkey Valley Community School District, which serves the nearby communities of Waucoma; Lawler; Fort Atkinson; St. Lucas and Protivin as well as its rural areas. It is also home to Jackson Heights Golf Course, a nine-hole course and driving range.

CITY OF OSSIAN

123 W Main St
Ossian, IA 52161
563-532-8939 • ossianiowa.com
Ossian, population of 850, is community full of character. Located on the south end of Winneshiek County, Ossian is the home to many small businesses, community volunteers and leaders that keep the community growing. The Ossian area offers a range of recreational opportunities including fishing on stocked trout streams, kayaking/canoeing on the nearby Upper Iowa and Turkey Rivers and hunting. Silver Springs Golf Course is located just outside of town.

CITY OF RIDGEWAY

PO Box 42
Ridgway, IA 52165
563-737-2223
Ridgway is located approximately 10 miles outside of Decorah, with a population of 315. Home to Farmers Winn Co-op, Hovden Oil and Sherlock Shrimp, it's no wonder residents and tourists love the community. Some popular things to do in Ridgway, are biking, running and walking the Prairie Farmer Trail that runs through the community to Cresco and Calmar and getting a group together to play ball on the baseball field.

CITY OF SPILLVILLE

PO Box 276
Spillville, IA 52168
563-562-3425 • spillville.org
Spillville is a village, which grew into a refuge for Czechs and became a retreat for composer, Antonin Dvorak. Residents continue to preserve the Czech history and culture today. Nestled along the Turkey River, Spillville has an exceptional 4th of July fireworks show, the Inwood Ballroom and a locally run campground. It is also home to the Bily Clocks Museum containing unique clocks, hand carved by two brothers.

WINNESHIEK COUNTY

201 W Main St
Decorah, IA 52101 • winneshiekcounty.org
A blend of old and new, visitor and resident, tradition and modern, recreation and nature - all of this and more describes Winneshiek County. Named after the chief of the Winnebago Indians, Winneshiek was the adviser to the War Chief Black Hawk. Towns include Burr Oak, Calmar, Castalia, Decorah (the county seat), Ft. Atkinson, Jackson Junction, Ossian, Ridgeway, and Spillville. County the population is 21,056. The city of Decorah is the county seat.

Image Credit: Joyce Meyer Photography

Drift less.



Drift less.

EDUCATION

DECORAH COMMUNITY SCHOOL DISTRICT

510 Winnebago St
Decorah, IA 52101
563-382-4208 • decorah.k12.ia.us
The Decorah CSD vision is to create a student-centered environment where individual needs are addressed; cooperation and teamwork are valued; competent professionals lead; community partnerships flourish; a commitment to excellence prevails; and life-long learning continues.

KINDERHAUS

701 Iowa Ave
Decorah, IA 52101
563-379-7303 • kinderhausdecorah.com
Kinderhaus is a nature-based preschool in Decorah that uses play, nature, and imagination to inspire creativity for the youth of our community. We provide a nurturing environment in which children can develop emotionally, socially, artistically, and cognitively through daily exploration.

LUTHER COLLEGE

700 College Dr
Decorah, IA 52101
563-387-2000 • luther.edu
Luther College is home to 1,900 students who learn actively and build lives of impact on our stunning 1,000-acre campus. Luther is a great place for visitors to wander, hike, take a tour, see a world-class performance, or host an event.

NISSE PRESCHOOL & KID'S PLACE

311 College Dr
Decorah, IA 52101
563-382-4794 • nissepreschool.org
We strive to create a learning environment that is safe, stimulating, and encouraging.

NORTHEAST IOWA COMMUNITY COLLEGE

1625 Hwy. 150 S.
Calmar, IA 52132
563-562-3263 • nicc.edu
Northeast Iowa Community College offers education with a purpose. Whether your goal is to prepare to transfer and complete a four-year degree, train to start your career or build on skills for career advancement, you'll find your place at Northeast Iowa Community College.

NORTHEAST IOWA MONTESSORI SCHOOL, INC.

418 W Water St
Decorah, IA 52101
563-382-6491 • neim.us
The Northeast Iowa Montessori School (NEIM) provides a nurturing environment that cultivates each child's intellectual and creative potential while instilling a sense of individual and global responsibility. NEIM serves children ages 3 years to 9 years old in daily preschool and lower elementary programming and after-school care.

ST. BENEDICT SCHOOL

402 Rural Ave
Decorah, IA 52101
563-382-4668
www.st-ben.pvt.k12.ia.us
Families find the St. Benedict School community consistent with their own family and religious values. Parents appreciate the family-oriented school, the integration of Christian values, and the quality educational program. Faith formation and development of moral values educate within Catholic faith values. Daily prayer and religious education are part of the curriculum. St. Benedict School offers an affordable private school education.

SUNFLOWER CHILD CARE AND PRESCHOOL

300 State Highway 9 W
Decorah, IA 52101
563-382-5717 • sunflowerchildcare.org
Sunflower works in partnership with parents and the community to provide quality care and education to the children of Winneshiek County and the surrounding area. Our teachers and staff are dedicated to helping each child discover their unique personality.

REAL ESTATE

A&J PETERSBURG AGENCY

106 College Drive, Decorah, IA 52101
563-382-3627 • ajpetersburg.com
A full-service insurance and real estate agency serving the Decorah area since 1932. We offer several lines of insurance including auto, home, business, life and group health. Our experienced staff consists of 13 insurance professionals and 10 licensed realtors.

A&J PETERSBURG AGENCY

Alan Ellickson
Decorah, IA 52101
563-380-6898 • ajpetersburg.com

BARBARA MASSMAN, REALTORS

1510 Laurel Dr, Decorah, IA 52101
563-380-8911 • barbaramassmanrealtors.com
Real Estate Broker/Developer. Licensed since 1993. Selling homes, not houses.

CEDAR VALLEY IOWA REALTY & AUCTION CO.

915 Short St, Ste 169
Decorah, IA 52101
563-382-8290 • cedarvalleyauctions.com
Providing residential, commercial, and farm real estate, valuations and auction services to all of northeast Iowa. Offices in Charles City, Cresco, Decorah, and New Hampton.

FRIEST & ASSOCIATES REALTORS

110 Court St, Decorah, IA 52101
563-382-3227 • friest.com
Friest & Associates Realtors sole business is listing and selling real estate, so we can concentrate on helping you sell your current home or purchase the home of your dreams. Serving Decorah & N.E. Iowa over 30 years.

HARMAN REALTY

712 E Broadway
Decorah, IA 52101
563-382-2020 • harman2020.com
A one-stop source for northeast Iowa real estate. We specialize in homes, acreage, land, lots and commercial properties. Whether you are buying or selling, our experienced and innovative team is here to guide and assist you every step of the way.

KELLY REAL ESTATE, INC.

1870 State Highway 9
Decorah, IA 52101
563-382-8406 • davekelly.com
Kelly Real Estate is located along the Upper Iowa River in Decorah. Established in 1976 by Dave Kelly, the firm continues to be proudly family-owned and operated today with over 120 years in combined agent experience.

NODDLE COMPANIES

2285 S 67th St.
Omaha, NE 68106
402-496-1616 • noddlecompanies.com

OLE'S 5 STAR REALTY

909 Mechanic St
Decorah, IA 52101
563-277-1447 • oles5starrealty.com
We look forward to helping both buyers and sellers achieve their dreams as changes come into their lives. We specialize in all categories of real estate including commercial properties, farm land, and residential houses.

VIKING REALTORS

1111 Paine St, Ste A
Decorah, IA 52101
563-382-8453 • vikingrealtors.com
We pride ourselves on honesty, reliability and connectivity. We have many experienced agents ready to work for you whether you are buying or selling your home or just have questions.



Image Credit: Photography by Brittany



Luther College is home to 1,900 students who learn actively and build lives of impact on our stunning 1,000-acre campus. Luther is a great place for visitors to wander, hike, take a tour, see a world-class performance, or host an event. luther.edu/events



Image Credit: Luther College

Kelly
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SPOTLIGHT

The Platt Family



AJ and Gracie Platt are Iowa natives—in fact, they met as students at the University of Northern Iowa—but they didn't consider moving back to their home state until their daughter, Cece (Cecelia), grew big enough to need a yard to play in. "We'd been in Chicago for a decade and really enjoyed everything the city has to offer—especially the food," says AJ, then a brewer at Goose Island Beer Company. "But we knew we couldn't afford a house with a yard there. When a property would go on the market on our street, we would laugh all over again at the \$1.5M listing price."

The Platts were also concerned about safety for their growing family. When a neighboring apartment in their building was vandalized, they knew it was time to move. Soon after, AJ landed the position of cellarman at the acclaimed Toppling Goliath Brewery in Decorah.

Immediately upon their arrival in summer 2018, AJ and Gracie tuned in to Decorah's vitality. "For one thing, you can walk almost everywhere you need to go—something we really appreciated about the city, too—but here, people smile at you and wave," Gracie explains. "And they might not even know you personally! There's just a friendly and generous spirit about this place."

The community's commitment to quality education also resonated. "I was shocked by how many good options Decorah offers for preschool," says Gracie, who worked as an early childhood teacher in Chicago. "When I found out Kinderhaus is designed to get kids outdoors to enjoy the natural beauty of this area, I knew we had to get involved." Gracie is now director of Kinderhaus, a Waldorf-inspired outdoor preschool and kindergarten, with its campus based at Good Shepherd Church in Decorah. She's also thrilled that Decorah public schools consistently rank among the best in the state.

With two new jobs and a child under age 3 when they arrived, the Platts sought out flexible, full-time childcare.

"I will admit, it was stressful," says Gracie, who was relieved when Cece was offered enrollment in the toddler room at Sunflower Child Care Center. "If I can recommend anything to families moving to the area, it's to do your research on childcare."

"And real estate," adds AJ. "We didn't have a lot of time to look before we arrived, and at that point, in the summer, the home rental market was slim." Get in touch with realtors right away, he suggests, and start following community news and for-sale-by-owner listings in DecorahNow.com, an online events calendar and marketplace.

In a year, the Platt family has found something new to love with each season. In summer, it's pizza nights, picnicking on the grass at Luna Valley Farm. In spring and fall, it's hiking and watching the flowers bloom and foliage change in the Decorah Community Prairie & Butterfly Garden. They look forward to canoeing, snowshoeing, and cross-country skiing as Cece grows.

"It's the pool, and the bike trail, the library—especially the Toys Go Round toy lending program—and..." AJ whispers, out of Cece's earshot, "...the Whippy Dip."

"We look forward to getting to know more people," Gracie adds with a laugh, "and embracing the small-town nature of Decorah."

Resources

Relocation Packet

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SPOTLIGHT

The Decorah Crater

Overview provided by
Winneshiek County Conservation

470 million years ago, the eastern edge of what is now Decorah was hit by a 650-foot meteorite. The force of that impact is estimated at 1,000 megatons of TNT (the bomb dropped on Hiroshima during World War II was around .015 megatons), creating a 3.5-mile-diameter crater.

At that time, much of North America, including what is now Iowa, was covered in ancient oceans. Over time, sediment was laid down within the crater basin, creating layers of shale.

It was these layers of shale that led to the discovery of the meteor crater. Jean Young, an independent geologist from the Decorah area, had studied samples

from well-drillings for years. After noticing unusual patterns in the shale layers, she contacted the Iowa Geological Survey and they mapped the samples, eventually outlining the crater's basin. Scientists tested the layer of material underneath the crater for shocked quartz (shattered crystals) and conducted rock density and electromagnetic aerial surveys, confirming the impact structure.

But all those layers of shale held an even greater surprise: ancient marine animals captured as fossils, many of them new to science and all quite different from those found outside the crater (northeast Iowa in general is fossil-rich because of that ancient ocean that once

covered it).

The most dramatic discovery was *Pentecopterus decorahensis*, a six-foot-long sea scorpion that predated the oldest known sea scorpion by 10,000 years. To get at the fossils, inconveniently located underneath the Upper Iowa River, scientists temporarily diverted the river from the excavation site, recovering more than 5,000 specimens, including plants, shrimp-like animals, and the oldest known fossils of jawless fish. These discoveries have led to new insights into what life was like during the Ordovician period.

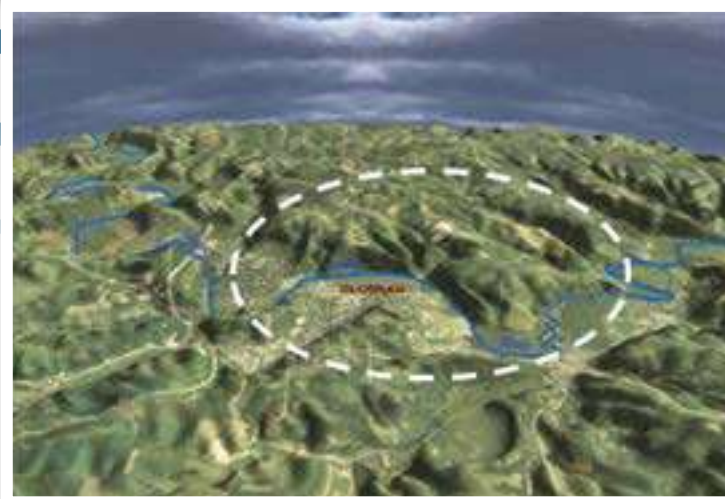


Image Credit: Adam Kiel graphic/Northeast Iowa RC&D

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