



VILLAGE OF
Johnson Creek
WISCONSIN

The Creek

NEWS FROM THE CROSSROADS - AUGUST 2026



John L. Swisher
Village President

We recently completed our annual review of the Village's Tax Increment Districts (TIDs), and the results are excellent. With a dedicated development strategy and disciplined financial stewardship, each district is performing as expected and is projected to meet or exceed the original projections.

TIDs remain the Village's primary tool for economic development. They support both business and residential growth, return formerly tax-exempt properties back onto the tax roll, and diversify our tax base. Equally important, these efforts strengthen the local economy and help ease the long-term burden on property owners.

We have also reached a major milestone: every development parcel formerly owned by the Village has now been sold or is under contract. This is a strong sign that our development efforts are paying off and reflect sustained demand.



Kyle Ellefson
Village Administrator

To support growth with a solid foundation, the Village is making targeted infrastructure investments. The Sludge Dryer project at the Wastewater Treatment Facility (WWTF) is nearing completion, funded in part through TID #4 debt proceeds. Looking ahead, the Village is preparing for the Well #4 project—a collaborative utility upgrade funded in part by contributions from all three active TIDs, with debt issuance planned for late 2026 or early 2027. The added private development value we're seeing—such as the \$13 million added by "The Ponds"—is the financial "fuel" that helps pay down infrastructure debt, enabling modernization and added capacity without shifting costs to other ratepayers.

TID #4, our most mature district (around Hwy 26 and Cty Hwy B), added approximately \$15 million in assessed value in 2026. This success is driven by redevelopment across residential, industrial, and commercial projects approved by the Plan Commission and Village Board, including MasterMold, The Ponds, The Spot (the old elementary school), and properties along Wright Road near Cty Hwy B. Additional value growth is anticipated in 2027 and 2028.

In TID #5, industrial expansion is accelerating, highlighted by the Abet Laminati manufacturing facility west of the Johnson Creek Premium Outlets. The 230,000-square-foot facility recently broke ground, with completion expected in mid-2027, and the project is anticipated to add approximately \$25 million in value over the next two years. The River Creek subdivision is also seeing new projects on previously Village-owned land, including a 125,000-square-foot manufacturing facility on Resort Drive (projected value: \$8 million) and a commercial building at the corner of Resort Drive and Highway Y (projected value: \$1.5 million) in 2027.

In TID #6, the Village is supporting workforce housing through National Management's Shadow Ridge development project near Rainbow Hospice. The 176-unit apartment complex is in site-clearing and grading, with vertical construction expected to begin soon. We project the development will add more than \$20 million in assessed value over the next five years as units are completed and occupied.

By aligning infrastructure investment with private-sector growth, TIDs are strengthening the Village's financial health; growing the tax base, adding utility customers, modernizing essential utilities, and supporting a prosperous future for property owners.



Approved manufacturing facility on Resort Drive

vi.johnsoncreek.wi.gov



(920) 699-2296

RESIDENT SPOTLIGHT



Steven & Debra Brown

DEBRA BROWN: If you have attended an event in Johnson Creek, chances are that you have seen Deb Brown in action. A lifelong resident, president of the Johnson Creek Historical Society, secretary of the Evergreen cemetery association, a member of St. John's Lutheran Church, and a proud graduate of Johnson

Creek High School, Deb is one of those people who makes things happen.

When her youngest graduated high school, Deb found a new place to put her energy: preserving and sharing local history. Her own family roots run deep here after they arrived in 1847 in Watertown and Farmington Township and stayed. That personal connection sparked her interest in genealogy, which grew into a passion for the village's broader story.

And what a story it is. Deb shared how George C. Mansfield, a pioneer in the dairy trade, started a creamery factory in 1877, which grew into a condenser. Beginning as the Mansfield's Condensery – Milkrite, Avon Hi-Life, and on to present-day Milkrite InterPuls. Mansfield became the state's leading butter producer and later opened Mansfield Bank in 1888.

The Grell and Christians families also helped establish Johnson Creek as a major market for butter, milk, and eggs. It's the kind of history that makes you see the village differently. Stop by the Historical Society sometime to learn more, and say hi to Deb while you're there.

Deb's husband, Steven, served as a village firefighter for 40 years, and Deb spent time at the fire department helping serve food and beverages to the firemen at large events with other wives. When she's not volunteering, she enjoys time with her nine grandchildren and exploring events in other communities.

She also loves seeing the village come together during the holidays, especially watching kids light up when they get a ride in the Johnson Creek fire truck during Christmas in the Village. And she hopes more residents will discover our local parks, like Crossroads Landing Park with its boardwalk and dock on the Rock River.

"Living in a small community," she says, "you get to meet people and appreciate what you have."

Deb's dedication to preserving and sharing Johnson Creek's history makes our community a richer, more connected place to live. If her story inspires you to get more involved, whether with the Historical Society, a local event, or something else entirely, feel free to reach out.



Visit
JOHNSON CREEK
LET'S MEET IN JOHNSON CREEK

TOURISM TOPICS



WELLNESS IN THE CREEK

Free | All Ages | Saturday, September 19

Johnson Creek Community Center:
417 Union St

Main Event: 11 AM - 1 PM

Kid's Fishing: 12 PM - 2 PM

Wellness in the Creek is shaping up to be a great afternoon, and we're just getting started! Mark your calendar for a fun-filled day you won't want to miss. And yes, it's completely free and open to everyone of all ages.

Visit Johnson Creek has partnered with the Johnson Creek Public Library to host this interactive event, and there's something for every member of the family.

For the kids: They can climb around inside real emergency vehicles and talk one-on-one with police, fire, and EMS crews. And if the weather cooperates, a Flight for Life helicopter will touch down for an up-close look! There will be plenty to keep little ones busy, including inflatables, yard games, coloring books, and more activities to be announced soon.

For the adults: A solid lineup of local health and wellness organizations will be on hand with resources on fitness, nutrition, mental health, and more. Think of it as your chance to finally talk to someone in person about all those things you've been meaning to look into anyway.

For everyone: We'll be running a raffle with prizes you won't want to miss, so stick around and try your luck!

Here's another thing to look forward to, we're also planning to introduce kids fishing at the pond this year. More details and the full list of participating organizations are on the way, so keep an eye out!



Get involved! Contact:

jctourism@vi.johnsoncreek.wi.gov
(920) 253-1841

@visitjohnsoncreek



YOUR
SOURCE
FOR
VILLAGE
EVENTS &
UPDATES



BUSINESS SPOTLIGHT: THE GOBBLER THEATER



If you haven't stopped by the Gobbler Theater lately, you're in for a treat. After a grand reopening on June 6th featuring a sold-out show with Terri Clark, the historic venue is officially back and better than ever.

The energy that night was electric, and it hasn't let up since. Whether you're a longtime local or new to the Village, the Gobbler is quickly becoming a must-visit destination right here in Johnson Creek.

Owner Jim Weatherly is the heart behind the revival. A historian at heart, Jim is deeply committed to preserving the theater's original character while breathing new life into the space.

During the July Business Breakfast, which the Gobbler hosted, attendees were treated to a full tour of the venue and got to hear Jim's vision firsthand: a place that honors its past while serving as a vibrant hub for live music, private events, and community gatherings. It's clear this isn't just a business for Jim, it's a labor of love. Village President John Swisher echoed that sentiment, *"We're excited to see the Gobbler back and want to thank Jim for the opportunity to showcase this gem."*

A big part of making that happen is General Manager Jon Kaiser, who helped organize the Business Breakfast and led attendees on the tour of the venue that morning. Jon's behind-the-scenes work keeps the theater running smoothly day to day. Coordinating shows, supporting the team, and making sure every guest has a great experience. Together, Jim and Jon make the Gobbler what it is.

The Gobbler isn't just for concerts, either. With its unique atmosphere and flexible layout, the theater is available

for private events. Think birthday parties, corporate gatherings, receptions, and more. It's the kind of space that makes any occasion feel special.

Upcoming shows are already filling the calendar, so now's the time to grab your tickets. From live music to community events, there's something for everyone. Head over to gobblertheater.com to browse upcoming performances, check out photos, and secure your seats before they sell out.

We're lucky to have a venue like the Gobbler Theater in Johnson Creek, a place where history, community, and live entertainment come together. Stop by and catch a show. You'll be glad you did.



350 N Watertown St.
Johnson Creek, WI 53038



tickets@gobblertheater.com

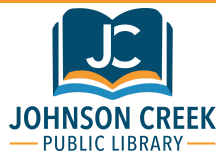


(920) 699-2091



@gobblertheater

LIBRARY HAPPENINGS



The library has been doing some incredible things for our community. This summer alone, the Summer Library Program saw its highest registration numbers since 2019!



SLP Winners
Miki & Charlotte

See posts like this by following us on social media!
@JohnsonCreekPublicLibrary
@johnsoncreeklibrary

Lego Club: 4th Tues. at 3:30 PM
Next: Sept. 22

Storytime: Thursday's at 10 AM
Storytime resumes on August 27. Join us for stories, songs and activities.
August 27 – Senses
September 3 – Back to School

Family Fun: 2nd Sat. at 10 AM
Next: Sept. 12 | Theme: Puzzles

"A Novel Bunch": 3rd Thurs. at 3 PM
Next: Sep 17
Book: *The Secret Book of Lea*. Stop by the library to pick up a free copy!

Community Book Talk: 2nd Tues. at 5:30 PM
Next: Sept. 8

A relaxed gathering where readers of all ages share what they're reading, hear recommendations, and connect over a love of books.

October 13: Join us for a Book Talk with Wisconsin author Amy Pease! She'll discuss her acclaimed Northwoods series, including Northwoods, Wildwoods, and her upcoming novel, *The Silence of the Keepers*. Sponsored by Friends of Johnson Creek Public Library.

Upcoming Office Closures:
Labor Day Weekend: September 5-7

Teen Takeover: Thursdays at 3:30 PM
for students in grades 6–12

Puzzle Race: Sept. 12 | 10 AM -12 PM
Race against other teams to see who can finish a 500-piece puzzle the fastest. Fun for your brain, too! Each member of the winning team gets a gift card to a local business. Registration required! Call 920-699-3741 or sign up online.

Red Cross Blood Drive:

Sept. 18 | 9 AM - 2 PM

We are facing a national blood crisis in our country for only the 2nd time in Red Cross history. Present to donate and receive a **FREE** pint of frozen custard thanks to Culver's of Johnson Creek!

Visit RedCrossBlood.org to make an appointment.

Busy Fingers: 3rd Sat. at 10 AM

Next: Sept. 19

Calling all knitters, crocheters, needle artists, and hand crafters! Busy Fingers is the perfect place to learn and create.



WATER UTILITIES

RATE CASE UPDATE: The Village's Conventional Rate Case application remains under review by the Public Service Commission. Submitted April 14, the Utility has since responded to two rounds of PSC questions.

Once the PSC completes its financial review, next steps include a cost-of-service study, a public comment period, and a public hearing anticipated for September or October. New rates, if approved, would take effect within 90 days of the PSC's Final Order, with the Village projecting implementation during the first quarter of 2027.

FALL TREE PLANTING

Our annual fall tree planting program is back! Here's how it works: place your order with payment by September 11, put a stake in your yard where you'd like the tree, and the Village's contractor will plant it in late fall.

A Bobcat may be used for planting, so just a heads up, the Village isn't responsible for ruts or yard damage.

Order forms with pricing and tree species are available on the Village website at www.vi.johnsoncreek.wi.gov or by hard copy at Village Hall.

CLERK'S CORNER



The **2026 Tree Sale** is here!

Enhance your yard with affordable, beautiful trees.

*Available only to residents of Johnson Creek



Scan me for the order form!



VILLAGE INFORMATION & RESOURCES

Johnson Creek Village Hall

920-699-2296 | 125 Depot Street
vi.johnsoncreek.wi.gov
Monday to Friday, 8 am to 4 pm

Upcoming Meetings:

Plan Commission: Sept 14 at 5 pm
Committee of the Whole: Sept 14 at 5:30 pm
Village Board: Sept 28 at 5:30 pm

Johnson Creek Public Library

920-699-3741 | 125 Lincoln Street
www.johnsoncreeklibrary.org

Hours:

Monday to Thursday: 10 am - 7 pm
Friday: 10 am - 5 pm
Saturday: 9 am - 12 pm
Sunday: CLOSED

Upcoming Meetings:

Library Board: Sept 15 at 4 pm
Friends of the JCPL: Sept 8 at 5:30 pm

Job Openings

Firefighters & EMTs wanted!
Serve your community and make a difference while working alongside a dedicated team.
Apply at: vi.johnsoncreek.wi.gov

Johnson Creek Food Pantry

129 N. Watertown St.
JohnsonCreekFoodPantry@gmail.com
Hours:
Mon & Thurs: 10 am to 12 pm
4th Thurs: 4 pm to 5 pm

Senior Exercise

FREE Senior friendly exercise is held each Monday and Thursday from 9-10 a.m. in the gym at Crossroads Church.

Penelope's Diaper Closet

111 South Street Open the 1st and 3rd Wednesday of the month from 1-6pm
penelopesclosetjc@gmail.com