

Plan  
a TRIP

to

TITLETOWN

TITLETOWN  
BREWING CO.  
GREEN BAY

200



BY KRISTY ALPERT

## GREEN BAY EMBODIES THE BEST OF AMERICA

founded in 1919, and aside from being 12-time national champions, this “Tometown” team has truly solidified this small-town community.

Although this city by the bay is mostly famous for football, Green Bay is actually Wisconsin’s oldest city and touts a remarkable history rich with Native American ancestry and successful entrepreneurial legacies, from shipping materials to European hat makers in the 1600s to inventing the first splinter-free toilet paper in the 1900s. It’s Green Bay’s authentic Americana culture and wide-reaching history that make this city of more than 100,000 people such a great destination for groups looking to experience, taste and play the Green Bay way.

### EXPERIENCE GREEN BAY

Any trip to Green Bay would be amiss without a little Tometown exploration, and Lambeau Field Stadium is a must see for groups visiting the city. This impressive stadium is quintessential to the city’s culture of football and family fun, and a tour of the facility really gives groups the true Green Bay experience.

“Lambeau Field Stadium Tour is a must see for sports fans and historians,” said Brenda Krainik, director of marketing for the Greater Green Bay Convention and Visitors Bureau. “It gives unprecedented access and behind-the-scenes fun. The Green Bay Packers Hall of Fame is one of the best museums in Wisconsin.”

Although Green Bay is a relatively small town, part of what makes it so friendly for groups is the plethora of tour options available. Along with the tour of Lambeau Stadium, the city also boasts a Packers Heritage Trail Segway Tour, an Oneida Nation Reservation Tour, a dinner

sightseeing and cocktail tour aboard the “Foxy Lady II” and many more opportunities.

“Group travelers have a huge selection of activities to choose from when visiting Green Bay,” Krainik said. “Historical, culinary, religious, natural spaces, sports, educational and Native American topics can all be part of a trip to Green Bay. Travelers know us for football, so they are shocked to learn how many group-friendly attractions we have.

“Take the Foxy Lady II for instance; this cruise offers a whole different view of the city. Seeing the landscape from the water and hearing about the local shipping industry during the sightseeing cruise is a great way to get to know the city.”

Other great ways to explore the city and its local and regional history include the Bay Beach Amusement Park (don’t miss the thrilling Zippin Pippin rollercoaster), the Green Bay Botanical Garden (perfect for classes, catered meals and horticultural group tours), the Neville Public Museum and the National Railroad Museum.

“The National Railroad Museum has a massive collection of trains and memorabilia,” explained Krainik. “With rotating exhibits, a train ride and the vintage train barn, there is much to see and do. This is a perfect spot to cater in a ‘hobo’ lunch and eat among the train cars.”

For a chance to see the wilder side of Green Bay, groups can take an educational tour of the Bay Beach Wildlife Sanctuary, roam with the buffalo at the Oneida Reservation or even visit the newly opened educational center at the NEW Zoo, which will offer group tours and scavenger hunts year round.

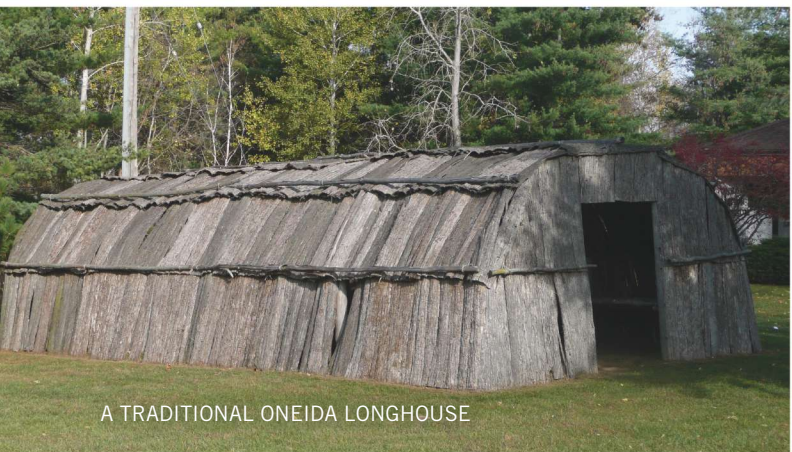
**F**lashy festivals and modern marvels are two things you won’t find in Green Bay, Wisconsin. Though football culture reigns supreme, you’d be hard pressed to find a single cheesehead who would bat an eyelash if they saw a Packer walk by them at the grocery store. In this town, anything more than being down-to-earth and authentic is just “not the Green Bay way.”

There are two main things that this city holds dear: community and football. Not only is Green Bay the smallest city to have a National Football League (NFL) team, but it is also the only NFL city where the team is entirely owned by its fans. The Green Bay Packers have been a mainstay in the city since being

PUBLIC ART THROUGHOUT GREEN BAY ILLUSTRATES THIS CITY’S LOVE OF ITS FOOTBALL TEAM.



A CHARTER FISHING TRIP ON GREEN BAY



A TRADITIONAL ONEIDA LONGHOUSE



ALGOMA PIERHEAD LIGHTHOUSE



*It's personal*

BY BRIAN JEWELL

Unless you have an inside connection, you'll be hard-pressed to get a ticket to a Packers home game for yourself, let alone a whole group of travelers. Green Bay's football fans are so dedicated that almost every seat at Lambeau Field is occupied by a season-ticket holder. New parents in Green Bay often put their infant children's names on the waiting list for season tickets, hoping to be able to acquire the tickets in time for their child's 21st birthday.

So what's the best way to have a Packers experience in Green Bay? Every time I'm in town, I try to include a visit to Curly's Pub, the signature restaurant inside the stadium. Named for the team's legendary first head coach, Curly Lambeau, this restaurant extends nearly the length of the football field, and offers a variety of guest experiences.

If you're in a hurry, you can eat in the restaurant's traditional sit-down dining room. If you have time to linger, there's a sports pub where you can watch a game as you eat. The restaurant also features a game zone, with pool tables, darts and arcade games, as well as a private dining room that can accommodate groups.

Whatever dining space you choose, you'll get plenty of Packers experience with your meal. There is team memorabilia on the walls throughout the restaurant, and the light fixtures are even shaped like footballs. Visitors with big appetites and a taste for competition can try the "Fan vs. Food" challenge: Anyone who finishes the one-pound "Lambeau Heap" bacon burger and accompanying waffle fries gets a free T-shirt.

I've never tried the colossal challenge; instead, I like to stick to local favorite foods. Wisconsin is famous for its bratwursts, and I've ordered those a couple of times during my visits to Curly's. The menu features other local and regional favorites as well, including breaded and fried Wisconsin cheese curds and a Door County turkey burger.

The restaurant also gives visitors a chance to "Eat Like a Packer." Each week, the restaurant features a pair of special dishes that are also being served in the official team dining room. Fans can enjoy the fact that they're eating the same foods as their favorite players, albeit in smaller portions.

#### TASTE GREEN BAY

When it comes to dining, Green Bay offers much more than just the cheese curds and light beer most people associate with the city (although there is something spectacularly giggle inducing and satisfying about hearing the squeak of a fresh cheese curd as you bite into it). The culinary scene there is just getting off the ground, and groups have more options than ever before to get the chance to savor the local flavor with small cafes and large banquet-style eateries opening at a frequent rate.

"Wherever you're traveling in the Green Bay area, it only takes you 20 minutes to get there," said Krainik when asked what one of her favorite things about living in Green Bay was. "There is such a wonderful variety of restaurants and attractions, too!"

For a formal night out, the Black and Tan Grille offers surf and turf

# GREEN BAY HOLIDAY

with private dining room options and long tables to seat the whole group. They also boast one of the best lobster bisque around. Foodies can sort through the more than 20,000 kitchenware products at the Cooks Corner, the nation's largest kitchen store. This 23,000 square-foot store stocks the hard-to-find items and the essentials that any novice or seasoned chef would need. They also offer group tours and private cooking classes for groups seeking gastronomical experiences.

One of the best places to get a true taste of Green Bay is at the upscale private dining studio Three Three Five. Owned and operated by Green Bay native Christopher Mangless — better known as the Traveling Chef — this restaurant provides groups with a dining experience where they can sample dishes created with seasonal ingredients procured at a local farmers market. Mangless can create custom menus for groups or arrange a multi-course tasting dinner. Either option puts groups in the middle of the action as they dine in front of the open kitchen, where they can see all the action before the food makes it to the plate.

“Only open on Wednesdays to the general public, this restaurant has the best farmers market-inspired cuisine you’ll ever taste,” Krainik said. “Groups can book the restaurant’s dining space for private dinners to cap off their culinary tour of northeastern Wisconsin with a meal designed by Chris Mangless.”

Culinary groups should also plan to visit some of the city’s famous breweries, such as Titledown Brewing Company and Hinterland Brewery.

“Whether it’s the casual brewpub atmosphere at Titledown or the fine cuisine at Hinterland, groups will be impressed with the quality of lagers, ales and stouts from these Green Bay breweries,” said Krainik. “The two are located across the street from each other, so groups can easily visit both in one trip.”

To really savor the flavor of this city, Parallel 44 Vineyard and Captain’s Walk Winery offer group tours of their properties with fantastic wine tastings on site, and at Parallel 44 groups can choose to sip indoors or while strolling through the grounds to get a glimpse at the famous Frozen Tundra grapes.

## PLAY IN GREEN BAY

If there’s one thing these Badgers up north know how to do, it’s play hard. This tight-knit community values time together, and this is one town where most of the attractions are frequented by locals and tourists alike. A favorite among the locals is the Oneida Casino, where groups can make their own schedules as they gamble their way through rows of slot machines, table games and bingo stations, or make their way to the stage area to catch some live music or even livelier karaoke.

For outdoor lovers, expeditions aboard the Grand Illusion 2 are a great way to explore the waters of Green Bay and even get a chance to bring home a piece of the adventure if the luck strikes. Captain Lee Haasch takes groups out from the Algoma pier in this spacious 34-foot Silverton to fish for prize-sized steelhead and salmon.

“Charter captains work in teams to take groups out to fish in an outdoor adventure on Lake Michigan,” Krainik said. “Groups should definitely expect to catch big fish. Our captains are experts that make every trip fun and exciting.”

“Another unique place in Green Bay is The ARTgarage, a gallery space with working artists who can greet your group. Studios are on-site and open for viewing. You can even have a catered lunch in the gallery space. Classes are offered for groups that would like a hands-on art experience during their visit.”



The holiday season brings a number of special celebrations to Green Bay. If your group visits the area in November or December, consider including some of these special attractions and events on your itinerary.

- **GARDEN OF LIGHTS** — During November and December, the Green Bay Botanical Garden is illuminated with 250,000 Christmas lights. Groups can visit the garden in the evening for a self-guided walking tour or take a horse-drawn wagon ride through the exhibit.

- **POLAR EXPRESS** — The National Railroad Museum brings the classic “Polar Express” story to life during November and December. The events feature an evening train ride and a dramatic reading of the classic children’s book.

- **HERITAGE HILL CHRISTMAS** — At Heritage Hill State Historical Park, staff and interpreters re-create a historic holiday celebration during the month of December. Visitors can enjoy vintage shadow plays, music, dancing, holiday baking, crafts, storytelling and wagon rides.

- **HOLIDAY VICTORIAN TEA** — Hazelwood Historic House, a Greek Revival home built in the 1800s, is decorated in traditional holiday fashion during December. Groups can arrange to have a special holiday tea in this Victorian setting.

- **“A FRANK’S CHRISTMAS”** — Meyer Theater stages this locally created holiday musical comedy throughout December. The show takes place inside a beautifully restored historic theater building.

— BRIAN JEWELL

GREATER GREEN BAY  
CONVENTION & VISITORS BUREAU

888-867-3342

— WWW.GREENBAY.COM —