



Round Lake Farms is Ariens Company Hospitality Group's latest venue. (David Nordby/BN photo)

## Round Lake Farms dazzles in Brillion

By David Nordby  
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BRILLION – The full magnitude of Round Lake Farms in Brillion almost needs to be seen in person.

The new wedding and special event site is the latest project unveiled by Ariens Company's hospitality group.

"The building is everything that I

thought it could be, and I think it even came out better than I expected," Ariens Company Chairman and CEO Dan Ariens said.

The 12,000-square foot site is next to 190 acres of countryside and overlooks Round Lake in the back of the building.

"Timber frames and very well constructed. The finishes that we tried to get with our cabinet maker, our designer, all of that came together," Ariens said. "We tried to keep things as local as possible."

The main level has a large main room with high ceilings and an eye-grabbing fireplace. There is an entryway and a board room. Off of the main space is a balcony, which overlooks Round Lake and offers even more space for events.

The lower level includes more gathering space, a bar and a wine-tasting room. Both levels feature a lot of natural light and have a relaxing feel to them.

"The landscape here is just awesome and we're taking advantage of that with the way we're positioned looking West and looking over [to the] East over the water. We get great sunsets over here and you have a great view of the water all day," Ariens said. "It is really relaxing."

Round Lake Farms is a part of



Ariens Company Hospitality group's projects, along with the ever-updating Ariens Museum and Stone Prairie Pavilions, which opened in 2020.

"We're creating experiences, so the building is just a building, but it's what happens inside of it. I really hope it becomes memories for people," Ariens said.

Ariens said he hopes people hold events and share positive feedback like, 'Oh yeah, we held this event at Round Lake Farms in Brillion and it was just terrific.'

"The building space is just one part of it. It's the aesthetic, but the rest of it is

how people gather and how people make memories for their families and friends, and that's what I hope for."

There is historical character to the building, too. The original silo is a part of the venue. It is now the coat room on the main level and the wine cellar on the lower level.

The wine-tasting room, which has tables, plenty of seating and its own ambiance, is Ariens' favorite part of the venue.

"I put a lot of time into that," Ariens remarked. "And then I wanted the board room. We'll use that for our board meetings. I wanted that to be kind of a multi-space, a formal



board meeting, but at the same time if you're having an event and you want a place to go hide out if you're a wedding party and you want a place to just gather your breath ... that's kind of how we looked at that."

Ariens said he is unsure if he is ready to commit to other venues.

"What we're doing at Round Lake Farms is really just the tip of a big iceberg," Ariens said. "We're going to talk about some plans in the next couple of months that we've got for how this really gets active out here. I want it to be active year-round."

Ariens said that because Ariens Company is thought of as a winter company, he has specific plans for winter activities at Round Lake Farms.

"We've got some things that I think we're going to draw a lot of people into Brillion for winter sports. That's my teaser," Ariens said.

Like his other projects, Ariens said this is a part of a larger picture for Brillion.

"I really want the community to grow and I think part of having it grow is the good schools, so we invested in that a decade ago. Really good event spaces whether it's ... Cobblestone, Carstens Mill, the barn, our museum, Stone Prairie, those are reasons for people to come to Brillion. The next part of this is to get people to move here and live here, so that's the big plan," Ariens said. "We have all those pieces of infrastructure. Now we need housing, we need apartments, and we're going to work on that. That's my next big deal."

While Ariens works to grow the Brillion area, he hopes that life-lasting memories are made one event at a time at Round Lake Farms.

"Forever and ever I hope that it's here to create people's own legacies for their lives," Ariens said.

