



For Immediate Release
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Chippewa Falls Partners Purchasing “The Edge Pub and Eatery” on Lake Wissota

1917 Lake Wissota Inc. Is a Partnership of Jason and Tessa Darley, William “Loopy” Kleich, and Darrin and Kim Senn. They will be reopening “The Edge” as “1917” on May 1.

Chippewa Falls— 3/8/2025 — The partnership group, 1917 Lake Wissota, Inc. recently announced the pending purchase of “The Edge Pub and Eatery” on Lake Wissota. The name and future enhancements pay tribute to the history and the year “Lake Wissota” was officially designated as a Wisconsin lake.

“Having been raised, and currently living on Lake Wissota, I am really excited to be working with our (partnership) group as well as many local contractors, businesses, consulting group, and the current employees to achieve a new vision to elevate the experience for our “Lake Wissota Family. This extends beyond our local community to those who consider Lake Wissota their summer home, those that currently live on the lake, and all those who are visiting”, said partner of 1917 Lake Wissota, Jason Darley.

William, “Loopy” Kleich added, “Beyond the acquisition, we are making significant investments in 1917 to elevate the Wissota experience. This includes brand new docks, new gas pumps, interior remodeling (including restrooms), reopening the Tiki bar and more. The

significant changes we are making will provide more efficient service for guests. We have a lot of new and exciting offerings for the menu featuring local suppliers and seasonal menus.”

According to Darley, “Many have seen the new docks being installed on the ice over the past week, which was priority one. A close second is to update the bathrooms”. The partners at 1917, intend to be closed for remodeling for the month of April.

“We have been working hard on plans for the building, the menu, and the service we intend to provide our guests. 1917 will offer a dining choice for every palate and price point”, said Darrin Senn, Owner/Partner 1917. “We are really looking forward to showcasing our menu which is being created by a number of individuals with extensive culinary backgrounds”.

Kim Senn added “The team has been working hard to complete as many projects as we can prior to May 1st. We are committed to providing a fun and relaxed experience for our guests through unique food and drink choices and intentional excellent service from our staff”.

“It has just been a lot of fun coming up with ideas from our own personal experiences in the hospitality business as well as from the experiences of Lake Wissota Customer Families”, said Darley.

“Al has done a great job catering to the lake crowds for decades and it has been neat working with him while we put this vision together. He’s been an awesome supporter and will now be getting some well-deserved time on the water”, said William “Loopy” Kleich. “Jason and I have worked for Al in the past and are excited to carry on his legacy of providing service to our Lake Wissota family and friends.”

Darrin Senn added, “This venue has been an icon in the area for years. I have many Lake Wissota memories from the early 80’s with my grandfather “Putt” who kept his boat in this

marina when it was the Water's Edge. For me, 1917 is a place where our guests and employees will create lifelong memories.”

1917 Lake Wissota, Inc. intends to feed the heart and water the soul of Lake Wissota Tourism. “We are looking forward to creating a place where all are welcome” said Loopy. “With all we have planned, there is never a reason to leave the lake”.

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