

PURE #LUDINGTON

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PureLudington.com

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WHAT'S NEW IN LUDINGTON – 2025

(NOTE – businesses located in Ludington unless noted otherwise)

New Events

- **Back to the Bricks® 15th Anniversary Sunset Promo Tour**, June 9, 3-7 p.m., James Street. Approximately 400 people driving 250 classic cars will visit and stay in Ludington as part of a six-day driving tour via backroads to four overnight destinations (West Branch, Traverse City, Ludington and Mt. Pleasant), and drivers arrive Monday, June 9, participating in a car show open to the public on South James Street and spending the night in Ludington. Full event details are at backtothebricks.org/promotour
- **Ludington Lumber Days**, Oct. 3-5. This inaugural event celebrates Ludington's lumber heritage while transforming popular elements of Oktoberfest into a full weekend of lumber-themed experiences, with activities including:
 - *Plaidurday Pub Crawl*: 6-9 p.m. Oct. 3, beginning and ending at Ludington Bay Brewing
 - *Beer Garden at Legacy Plaza*: 2-6 p.m. Oct. 4
 - *Seasonal Farmers Market with Live Music in the Plaza*: Oct. 5
 - Follow the [web page for further information](#) added as the event gets closer.

New Attractions and Things to Do

Attractions

- **Zen's Den Exhibit – Sandcastles Children's Museum**. *Opened December 2024*. Funded through grants from the Community Foundation for Mason County and Great Lakes Energy People Fund, this new social-emotional learning exhibit features "Zen," a caring character who invites children in to explore hands-on activities that help them understand emotions, emotional needs and positive practices. Zen welcomes kids into his little cottage to explore different emotions through play as a creative way to explore the topic. sandcastleschildrensmuseum.com
- **New Steamship Model Exhibit – Port of Ludington Maritime Museum**. *Scheduled to open summer 2025*. Renovations begin in winter 2024/2025 on this new exhibit to replace the shipwreck exhibit on the third floor, showcasing models of steam engines and examining the advancement of steam propulsion on the Great Lakes, how that progress affected the region, and how the design of ships evolved in reaction to shifts in commerce and travel over the decades.
- **Tapped Axes**, 5770 U.S. 10 – *Opened December 2024*. West Michigan's newest axe-throwing destination offers a fun activity for individuals 12 years and older of all skill levels - whether participating recreationally with friends or in a league. Reservations can be made up to 6 months in advance. Outside food and drink welcome (no glass). tappedaxes.com

Food & Drink

- **Fins Beach Club**, 7786 US-10, Branch – *Scheduled to open in March 2025*. Formerly known as Emerson Lake Inn, this waterfront restaurant is being revitalized by local business owner Dr. Andy Riemer after being shuttered since fall 2022. Guests can soon enjoy dinner or cocktails with their toes in the sand, thanks to the restaurant's private beach and picturesque sand dunes. [Facebook](#)
- **Hobby Crest Resort restaurant**, 3264 Piney Ridge Rd. – *Scheduled to open in early summer 2025*. This new restaurant on Hamlin Lake will offer casual dining downstairs and more upscale dining upstairs, as well as outdoor dining – all with beautiful views of Hamlin Lake. Accessible by boat as well.
- **AndyS**, 129 W. Ludington Ave. – *Scheduled to open in June 2025*. Built on the former site of Michael's Bar and Grill at the corner of Ludington and Rath Avenues, this latest business endeavor by Dr. Andy Riemer (who also opened the successful STIX Ludington) will be a two-story sports bar and entertainment venue featuring upscale bar food, including wood-fired pizzas. Plans include a rooftop bar with glass floor, mezzanine for live music, a private dining area, and a section with indoor sports simulators. [Facebook.com/andysludington](https://www.facebook.com/andysludington)
- **Ludington Bay Brewing & Distilling** – *Started December 2024*. This popular brewery has expanded its offerings to include a line of its own handcrafted spirits, including vodka, gin, rum and whiskey, that can be enjoyed alone or in cocktails at the brewery. [ludingtonbaybrewing.com](https://www.ludingtonbaybrewing.com)
- **Doc's on the River**, 9121 N US-31, Free Soil – *Renovated/reopened November 2024*. A local favorite for 80 years, this restaurant/bar was purchased and renovated under new management, serving hearty dishes including mainstays like Lizzard and Gizzard baskets and featuring daily specials and Sunday brunch. Renovations include a new outdoor space to maximize the scenic location on the Sauble River in the warm months – featuring picnic tables, fire pits, food truck service, and outdoor games like horseshoes, tetherball and cornhole. [docsonriver.com](https://www.docsonriver.com)
- **State & Main Coffee House**, 101 N. Main St. Scottville – *Opened November 2024*. Owner Lisa Cooper hopes to unite the community for the best cup of coffee at her new cafe in the historic People's State Bank building at the crossroads of State and Main streets in downtown Scottville. Offering daily brews, specialty coffees, coffee mocktails, Lotus Energy mocktails and seasonal features, the cafe also has a featured daily croissant and Danish. The cafe has a small private room with seating for eight as well that can be reserved for meetings. [stateandmain.coffee](https://www.stateandmain.coffee)
- **Tokyo Hibachi and Sushi Bar**, 4743 W US Hwy 10, Ste 1 – *Opened September 2024*. This new dine-in eatery serves hibachi-style meals, sushi rolls, Korean dishes and more, as well as sakes, draft beer and specialty cocktails like saketinis. [Menu](#), [Facebook page](#).

Shopping

- **House & Harbor Mercantile**, 104 E. Ludington Ave. – *Opened November 2024*. This business was purchased, relocated and expanded to feature a curated selection of unique foods and specialty gifts in addition to its signature hand-poured soy candles and make-your-own options at the candle bar. Its offerings now include women's apparel, soaps, cookware and drinkware, plus designed paper goods. [facebook.com/houseandharbor](https://www.facebook.com/houseandharbor)
- **Rosaleen Activewear**, 102 E. Ludington Ave. – *Relocated to expanded store May 2024*. Originally open on South James Street in June 2023, this store moved to a larger, more central location – featuring fashionable, comfortable, affordable activewear and swimwear for women, men and children, plus accessories. [rosaleenactivewear.com](https://www.rosaleenactivewear.com)

Classes

- **My Happy Place**, 208 W Ludington Ave. This new gift shop is offering a variety of small group classes 6-8 p.m. on various evenings December through April taught by some of the artists featured in the store. Classes scheduled so far include cookie decorating technique, woven bracelet making and canvas painting. Private group classes also can be scheduled. Class size is limited to eight participants, and pricing varies based on supplies and instructor costs. Check [Facebook](#) and [Instagram](#) for information about upcoming classes.

Lodging and Meetings

- **Cox Ranch Wedding Venue**, 6331 S. Eden Lake Rd., Custer – *Opened November 2024*. This 3,000+ square-foot, indoor/outdoor wedding venue can accommodate 250+ guests, featuring three outdoor patios plus an on-site log cabin with 6 bedrooms (Sleeps 24) for the wedding party. The Eden Woods Event Rentals side of the house rents out everything needed for a perfect wedding - tables, chairs, bar, lounge, outdoor games and decor. thecoxranchweddings.com

Expansions or Improvements

- **Ludington State Park infrastructure improvement project** – *Reopens in early July 2025*. After an approximately 10-month temporary closure of most of the park, it will reopen to showcase:
 - Repaved main entrance road and Hamlin Lake day-use area parking lot
 - Repaved Lake Michigan and warming shelter parking lots with 75-100 more spaces,
 - Widened entrance of the beach parking lot to two lanes with walkways on each side for pedestrian safety
 - Enhanced traffic and pedestrian flow at the entrance with the addition of dedicated left- and right-turn lanes
 - Warming shelter area enhanced with multiple lanes and crosswalk to connect bike paths with the beach

While visitors cannot enter the park north of the Sable River bridge until July, the beach along M-116 before the fee booth is open to visitors during the partial closure. The north part of the park from Nordhouse Dunes also is open for hiking, including walking to Big Sable Point Light from the north (the lighthouse is closed during this time). South Trails and Piney Ridge Trails accessed from Piney Ridge Road are open though not maintained/signed. Waterways also are open via boat, except for Hamlin Lake beach near the playground (boats are not allowed to moor in that area). Follow [Ludington State Park on Facebook](#) for project/closure status updates.

2025 Anniversaries/Milestones

- **30 Years** – [AFFEW](#) (A Few Friends of the Environment of the World) and Earth Day 55th
- **30 Years** – Blessing of the Animals, [Circle Rocking S Children's Farm Inc.](#)
- **25 Years** – [Jamesport Brewing Company](#)
- **10 Years** – [Pure Ludington Brrewfest](#)

2026 - 50 Years – [Historic White Pine Village](#)