



WISCONSIN GOVERNOR'S OUTDOOR INDUSTRY AWARDS

JUNE 26, 2025

OUTDOOR BUSINESS

Adventure Outfitters, LLC
Coasters Cycle Works
Driftless Angler
EOS Surf
Hostel Shoppe
Bear Bogging Adventure Tours
Mel's Trading Post
Peaceful Valley Outdoors
Prosser's Premium RV Outlet
Sand Valley
Stevie Waters Adventure Kayaking
Sunrise Lodge
WildSide Action Sports
Willie Bee Charters

BIG TENT

Ashwabay Alliance
Bill Bertram
DSG Outerwear, Wendy Gavinski
Madison Climbers of Color
Natural Resources Foundation of Wisconsin's Field Trip Program
Outdoor UW
Regional Outdoor Recreation Plan - Building an 8-County Regional Outdoor Recreation
Destination in Northwest Wisconsin
Wisconsin Climbers Association
Wisconsin Northland Outdoors Radio and Podcast
Wisconsin State Park System - Universal Recreation Team

FIRST ASCENT FOR INNOVATION

Bayfield County Tourism: Story Maps
Boulder Junction Parks and Recreation Board: The Glide
Door County Trails
The Garage Bikes + Brews: Ride Club
Great Pinery Heritage Waterway

RISING STAR

Kennedy Domerchie, Visit Eau Claire
Heather Gross, Wildflower Outdoors
Aron Houdini, Land 'O Lakes Chamber of Commerce
Sarah Krause, Rivers Edge Campground
Stephanie Page, Steve Waters Adventure Kayaking
Susan Stauber, Door County Trails
Pete Thuli, Wisconsin Climbers Association



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TANDEM AWARD FOR COLLABORATION

Ashwabay Alliance
Bayfield Chamber and Visitor Bureau
Dodge County Tourism Branding
Fitchburg Active Together Partnership
Green Lake Escapade
Lapham Peak Lodge
Madison Women Climbers: Representation in the Climbing Community
Greater Wausau: Wisconsin's Basecamp
Marek Landscaping, LLC
Mercer Snow-A-Goers and Hurley White Thunder Riders Snowmobile Clubs
Natural Resources Foundation of Wisconsin's Field Trip Program
North Country Trail Association, North Country Trail Association's Heritage Chapter,
Wisconsin Roving Trail Crew and Wisconsin State Park System
Oneida County Tourism Council: Trails Accessibility Project
Peninsula State Park Bike Trails
Two Rivers Parks and Recreation Department: Paddle Palooza

TRAILBLAZER

Kennedy Domerchie, Visit Eau Claire
Bill Menke, Volunteer
Travis Thyssen, Town of Gibraltar
Tim White, Visit Wausau

OUTDOOR DESTINATION

American Birkebeiner
Ashwabay Alliance
Bayfield Chamber and Visitor Bureau
Greater Wausau: Wisconsin's Basecamp
Holiday Acres Resort
Lapham Peak Lodge
Midwest Horse Fair
Mt. Telemark Village
Wisconsin State Park System

CONGRATULATIONS, NOMINEES!