

WISCONSIN

— OFFICE OF OUTDOOR RECREATION —

2025-2030 STRATEGIC PLAN



Dear Partners and Friends,

The Wisconsin Office of Outdoor Recreation is thrilled to share our strategic plan for 2025-2030. Our first-ever long-range plan represents an exciting step forward as we chart the course for the future of outdoor recreation in Wisconsin.

Wisconsin is home to some of the most remarkable outdoor assets—our pristine lakes and rivers, expansive forests, diverse landscapes and vibrant communities that blend culture with natural beauty. These assets provide endless opportunities for residents, visitors and businesses alike. With this strategic plan, we will position Wisconsin to leverage the outdoors to strengthen our economy, enhance our quality of life and attract new opportunities to the state.

Much like any successful outdoor adventure, a great plan is key to achieving great outcomes. This forward-looking, industry-informed plan sets our cardinal direction. It will help guide our efforts and focus our resources where they can have the most significant impact.

This five-year period presents a wealth of opportunity for Wisconsin's outdoor industry. Whether championing our outdoor offerings and culture to grow tourism, supporting outdoor businesses and connecting partners for economic success, or fueling development and innovation to provide world-class outdoor recreation experiences, this plan will serve as a map for the Wisconsin Office of Outdoor Recreation to advance its mission. Together, we are embarking on an expedition to ensure a thriving outdoor economy that enriches the life of every Wisconsinite.

With a solid foundation built over the last five years, it is humbling to be considered your go-to industry resource. We are honored to work alongside such a passionate group of industry professionals, and we are energized to put this plan into action with you as we strengthen Wisconsin's economy and quality of life through outdoor recreation.

With appreciation,

Cassie Mordini
Director

INDUSTRY INFORMED

This plan was prepared in collaboration with Wisconsin's outdoor industry. We gathered input from across the state, which provided valuable insights into the challenges, needs and aspirations of partners, including outdoor businesses, guides, manufacturers, local and tribal governments, community leaders, nonprofits, clubs and destination marketing organizations.

BY THE NUMBERS

105

Attendees at Wayfinding Forums held across the state and virtually, in Green Bay, Eau Claire, Hayward, Minocqua, Milwaukee and Wisconsin Dells.

191

Stakeholder survey responses.

19

One-on-one executive interviews representing leaders in the industry and across peer agencies.

ACTION-ORIENTED

This plan is built for action, designed to serve as a framework to achieve our objectives and goals. It provides big-picture direction, serves as a resource for decision-making and informs our work plans.

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VISION

Outdoor recreation enriches the life of every Wisconsinite.

MISSION

Strengthen Wisconsin's economy and quality of life through outdoor recreation.

VALUES

Collaboration
Excellence
Balance
Authenticity
Fun

POSITION

Promote and enhance Wisconsin's outdoor recreation industry and offerings to drive economic impact.

IMPERATIVES

SUCCESS LOOKS LIKE...

OUTCOMES

1

AMPLIFY OUTDOOR RECREATION

Outdoor recreation in Wisconsin is renowned and valued.

AWARENESS: Wisconsin outdoor recreation is widely and positively known.

RECOGNITION: Outdoor recreation is a valued element of Wisconsin's economy and culture.

2

FUEL DEVELOPMENT & INNOVATION

Development of outdoor recreation infrastructure, business, and programming is thriving.

PRODUCT: Wisconsin's outdoor recreation offerings are continually improved to benefit residents and visitors.

SUPPORT: Organizations and businesses have access to helpful materials, training, and resources.

3

STRENGTHEN THE NETWORK

Every stakeholder benefits from and is proud to be part of Wisconsin's outdoor recreation network.

NETWORK: The network is connecting and collaborating with one another, communities, and non-endemic partners.

HUB: The network can depend on the Office as a liaison and catalyst for outdoor recreation.

4

UPHOLD ORGANIZATIONAL SUCCESS

The staff team is expanding outdoor recreation's impact with ambition and purpose.

EXCELLENCE: Cutting-edge trends, best practices, and outdoor recreation knowledge inform our work.

RESILIENCE: A resilient organizational foundation is grounded in transparency, clarity, and adaptability in an ever-changing world.

TEAM: A talented team strives for excellence, takes pride in their work, and is celebrated.