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WISCONSIN

— OFFICE OF OUTDOOR RECREATION —



A NOTE FROM THE DIRECTOR

In early May, I had the opportunity to represent Wisconsin at the inaugural [National Outdoor Recreation Executive Forum](#), hosted by the Outdoor Recreation Roundtable. The bipartisan, principal-level event convened CEOs, trade associations and state directors of outdoor recreation with agency leaders, governors and Members of Congress to set the stage for how the outdoor recreation economy can act as a force for social, environmental, physical, mental and economic health in America for generations to come. The experience proved nothing short of incredible.

Of the many takeaways that will undoubtedly inspire our work, one eye-opening observation was that Wisconsin is still flying under the radar when it comes to outdoor recreation on the national stage. Yet Wisconsin is home to dozens of globally recognized outdoor brands, boasts a long list of world-class accolades (such as the first rail-trail in the nation, largest cross-country ski race in North America, birthplace of the modern snowmobile - the list goes on), and has a long history of stewardship and celebration of the state's remarkable outdoor assets - see our story below about celebrations happening in Great Outdoors Month this June. Wisconsin is a big player in the outdoor industry, and we need to be recognized as such. It's time to do a little humble bragging.

As we seek to make Wisconsin a top outdoor recreation state, one of our goals is to raise the perception of the state as an outdoor destination, and now we're looking forward to expanding this strategy to encompass more.

This July, the Wisconsin Office of Outdoor Recreation turns five, and we're asking you to help inform our Expedition Guidebook for the next five. Join us at one of our Five-Year Wayfinding Forums to share your input and ideas, help us arrive at a collective vision for Wisconsin's outdoor recreation industry and determine the impactful ways the Office can support your work and drive our economy forward. Please review the forum schedule below and register for the one nearest to you or the virtual option if you are unable to attend in person. We hope to see you soon!



Cassie Mordini
Director, Office of Outdoor Recreation

The Office is interested in making industry connections.

Click [here](#) to update your information and help build Wisconsin's outdoor recreation directory.

Wisconsin Outside is a monthly newsletter from the Wisconsin Office of Outdoor Recreation. Please share it with friends or colleagues with a vested interest in Wisconsin's outdoor recreation industry by forwarding this email or [subscribing here](#).

Five-Year Wayfinding Forum Schedule

This summer, we're embarking on a strategic planning endeavor, and we want to hear from you! Join us at one of our forums and help draft the Office's Expedition Guidebook, our strategic vision for the next five years. Forums are scheduled in six locations, and one virtual forum is also planned. For each onsite forum, join us afterward for an optional outdoor activity for more networking and learning opportunities. Details coming soon!

All stakeholders in the outdoor recreation industry are encouraged to attend and participate. We welcome outdoor recreation retailers, manufacturers, guides/outfitters, destination marketing organizations, recreation-focused user groups, land managers, health care workers, land use and economic planners and other community leaders who make recreation decisions.

Tuesday, July 9

- Green Bay: UW-Green Bay University Union, 1:30 - 3:30 p.m.

Wednesday, July 10

- Minocqua: The Waters of Minocqua, 1 – 3 p.m.

Thursday, July 11

- Eau Claire: The Lakely at Oxbow Hotel, 9 - 11 a.m.

- Hayward: American Birkebeiner Ski Foundation, OO Trailhead Building, 3:30 – 5:30 p.m.

Monday, July 15

- Milwaukee: Havenwoods State Forest, 9 - 11 a.m.

Tuesday, July 16

- Wisconsin Dells: Upham Woods Outdoor Learning Center, 9:30 – 11:30 a.m.

Wednesday, July 17

- Virtual: Meeting link to be shared closer to the date, 11 a.m. - 1 p.m.

[Please RSVP](#) to the session you are most interested in attending. Your RSVP will help plan for refreshments and to ensure adequate materials are prepared.

RSVP Now

Celebrating the Value of the Great Outdoors

June in Wisconsin is popping! It's Dairy Month, Pride Month and the start of summer. It's also Great Outdoors Month. Great Outdoors Month recognizes the importance of outdoor recreation for residents and our economy. The Office of Outdoor Recreation uses the month to acknowledge our work in advancing Wisconsin's outdoor recreation economy.

June is also busy with other events and gatherings celebrating and promoting outdoor recreation and our industry, while creating vibrant, sustainable communities. Outdoor recreation attracts residents and visitors to our natural places and fosters a sense of place and pride in a community. Recreation-focused events and activities bring in big crowds from other Wisconsin communities, states and even countries. Whether it's national participation in the [Tour of America's Dairyland](#) across southeast Wisconsin or the [S'More Fun Run at Mirror Lake State Park](#), outdoor recreation events and gatherings raise funds and draw in travelers who spend time and money in communities.

Here are a few upcoming opportunities to celebrate our great outdoors.

National Trails Day, June 1

Taking place annually the first Saturday in June, National Trails Day® is a day of public events aimed at advocacy and trail service. [Sign the pledge](#) to leave trails and the outdoor community better than you found them. Tens of thousands of hikers, bikers, paddlers, horseback riders, trail clubs, federal and local agencies, land trusts and businesses come together across the country in partnership to advocate for, maintain and clean up public lands and trails. Organized by the [American Hiking Society](#), activities are planned at public lands across Wisconsin. Give back to your favorite trail or use the day to visit a new trail.

Free Fun and Free Fishing Weekend, June 1-2

The Wisconsin DNR waives state park admission fees, fishing licenses and trail pass fees the first weekend every June as an effort to encourage access and visitation to Wisconsin's state parks, forests, trails and recreation areas and to get more Wisconsinites out fishing. Explore Wisconsin's [hidden gem state parks!](#) [Find events](#) through the Wisconsin State Park System to kick off Great Outdoors Month.

Wisconsin Bike Week: Bikes Mean Business, June 1-9

Bicycling generates more than \$1.4 billion in economic impact for Wisconsin's economy and employs 13,000 people. Bike Week supports, celebrates and encourages the growth of Wisconsin's bike culture. The week is both industry facing and consumer facing. It's a time to get more people out to ride for fun, transportation and physical activity. It's also a time for businesses to showcase amenities they provide to workers, customers and communities. Find Bike Week events, commuter stations and group rides on the [Wisconsin Bike Fed's website](#).



Events, like the Chequamegon MTB Festival, bring visitor spending to a community. In 2019, mountain biking brought in \$7.8 million to Bayfield and Sawyer counties alone!

Pride Month: Ride With Pride, June 8

[Ride With Pride](#) is the world's largest LGBTQ+ motorcycle run drawing riders from across Wisconsin and from neighboring states! Starting at the [Harley-Davidson Museum](#) in Milwaukee, motorcycles and riders will gather to cruise Milwaukee streets to celebrate motorcycles and Pride.

For events and festivals that draw visitors from beyond your community, take advantage of free promotional listings on [TravelWisconsin.com](#) to reach and inspire outdoor enthusiasts traveling from afar. Whether you're gearing up to host a Trails Day or Bike Week event, to pitch in on a

service project, or just to get out and enjoy the Great Outdoors this June, know these events are opportunities to build partnerships, invite others to visit and foster community pride.

MEET YOUR WISCONSIN OUTDOOR INDUSTRY

Wisconsin's outdoor recreation industry is an impressive combination of businesses, manufacturers, outfitters, guides, destinations and nonprofits. Each month, we share information about the industry so you can get to know your peers across the state and learn how each contributes to the collective success and diversity of the valued outdoor recreation industry in Wisconsin. Here are this month's industry highlights:



Nonprofit: [Open Door Bird Sanctuary](#)

- The Open Door Bird Sanctuary in Sturgeon Bay raises avian awareness and wildlife coexistence. The sanctuary has 34 acres of land with hiking trails, wildlife viewing and birds of prey, offering a combination of environmental, recreational and wildlife education.



Manufacturer: [Evolutionary Saddles LLC](#)

- Evolutionary Saddles custom designs horse saddles to order in Stratford. Saddles are made for a variety of equestrian styles.



Guides, Tours, Rentals: [Apostle Islands Rustic Makwa Den](#)

- A veteran-owned business on Lake Superior, Apostle Islands Rustic Makwa Den provides guided kayaking tours for all skill levels, from novice to expert.



Retailer: [Blue Ox Running](#)

- Located in Eau Claire, Blue Ox Running offers footwear, apparel and gear for road, track and mountain running. Coaching, podcast and training services are also available.



Destinations: [Mauston Tourism Commission](#)

- Just off Interstate 90-94 in central Wisconsin is Mauston, home to a classic Main Street with an unexpected food scene and local brewery, surrounded by natural beauty, a state park and national wildlife refuge, equestrian activities and many more outdoor adventures.

Interested in being featured? To be considered, make sure your business or organization is listed in our [Outdoor Business Directory](#). There, you can submit a request to be added or to update your information. If you are already listed, feel free to send us an [email](#) with your interest to be featured in the newsletter.

Elevate your campground cooking



Feeling inspired by the Wisconsin season of [Bravo's Top Chef](#)? Let the inner cheftestant in you shine at your campsite this summer! Pudgy pies, a Midwestern campfire favorite, provide a creative alternative to s'mores. A pudgy pie is two pieces of bread filled with any combination of sweet or savory fillings, made using a pie iron and best cooked over a campfire. Since 1964, [Rome Industries](#), based in Madison, has been the leading maker of pie irons. In addition to pie irons, this family-run business also manufactures hot dog, marshmallow and s'more makers for campfire cooking. Learn more about pudgy pies from the [Pudgy Pie Guy](#) or check out one of several Wisconsin-based pudgy pie cookbooks, including the [Pudgie Revolution](#), or check the [DNR Events Calendar](#) for pudgy pie and campfire cooking events.

INDUSTRY & COMMUNITY NEWS

Access Ability Wisconsin celebrates 10 years

Access Ability Wisconsin, the organization that provides opportunities for individuals with mobility challenges to access nature and outdoor recreational experiences, is hosting an anniversary event at the William Lunney County Park in Madison on Saturday, June 1. [Read more.](#)

ORA Trails receives \$1.15 million for Community Trail Farm

Outdoor Recreation Alliance (ORA Trails) in La Crosse received a Knowles-Nelson Stewardship grant for the acquisition of 300 acres for a new community project that includes 15 miles of trails and a nature education center. [Read more.](#)

Wisconsin Trail Report is live and Trail Reporters needed

The Wisconsin Trail Report is live for the summer season. This valuable community resource, maintained by Travel Wisconsin, relies upon dedicated volunteer reporters to provide weekly condition updates for biking and hiking trails from now through early November. [Share the report](#) by [embedding](#)

[the Trail Report widget](#) on your website to help visitors make the most of their Wisconsin adventures or become a reporter (reach out to [Courtney Rinka](#)).

State Trail Passes now available to buy online

The Wisconsin DNR announced that annual state trail passes are available for sale online for the first time. State trail passes join annual vehicle admission stickers and daily state trail passes at Your Pass Now. State trail passes are required for bicycling, skiing, in-line skating and equestrian riding on state trails and trails in state parks and forests. [Buy online.](#)

RESOURCES

First Impressions, Visitor Marketing and Influencer Engagement Workshop

The Wisconsin Economic Development Corporation workshop will feature discussion on first impressions, visitor marketing and influencer engagement on Wednesday, June 5, in Stevens Point at the Mid-State Technical College LEAD Center. [Register online.](#)

Rails to Trails Conservancy's Trail Grant applications due June 9

The program supports organizations at all levels—from local and national nonprofits to public agencies—with a focus on community-based leadership and engagement and long-term impact. Grant amounts will range between \$5,000 and \$25,000. [Learn more.](#)

Safety First: How to Effectively Demonstrate Safe Outcomes in Your Grant Applications

During this Rails to Trails Conservancy webinar on June 26, learn how to talk about projects and safety improvements in solid, quantifiable ways to produce stronger and more competitive grant applications. [Sign-up here.](#)

Early registration discounts by June 30 for new workshop

The Harbinger Consultancy's new workshop, Grow Your Community's Outdoor Recreation Economy: Use the Build With Community Mindset™, will help communities understand new ways of creating place-based outdoor recreation economies. [Learn more.](#)

Inflation Reduction Act Community Change Grants Program open until Nov. 21

EPA is accepting applications on a rolling basis for \$2 billion in Inflation Reduction Act funding available to support community-driven projects that build capacity for communities to tackle environmental and climate justice challenges, strengthen their climate resilience and advance clean energy. [Find out more.](#)

JOB LISTINGS

Buildings and Grounds Maintenance Technician

Full-time staff position available at Upham Woods Outdoor Learning Center 2 miles north of Wisconsin Dells. [Apply by June 13.](#)

Fincantieri Marine Group hiring in Marinette and Sturgeon Bay

Shipbuilding opportunities, warehouse and management positions available. [Learn more.](#)

Brunswick / Mercury Marine hiring

Engineer, sales, software, technician and more positions available at several Wisconsin locations.

[Learn more.](#)

Milwaukee County Parks hiring seasonal positions

Recreation, park worker, trail crew, golf course and other positions available. [Learn more.](#)

Brown County Parks hiring seasonal positions

Park ranger and park maintenance work positions available. [Learn more.](#)

Borah Teamwear hiring

Production team member position available in Coon Valley. [Learn more.](#)

This is a new feature for Wisconsin Outside. If you have an outdoor recreation job posting you'd like us to include, please send a link to the posting to orec@travelwisconsin.com.

EVENTS

Fri-Sat May 31-June 2	<u>MotoAmerica Superbikes & Vintage Motofest</u>	Elkhart Lake
Sat June 1	<u>Lakefront Open House</u>	Sheboygan
Sat June 1	<u>Menominee Canoe Journey</u>	Keshena
Sat -Sun June 1-2	<u>Free Fun Weekend</u>	Statewide
Wed June 5	<u>Grillin' and Chillin' Trailfest</u>	Milwaukee
Fri-Sun June 7-9	<u>PGA Champions Tour</u>	Madison
Sat June 8	<u>Ride With Pride</u>	Greenfield
Sat June 8	<u>Wild Goose Chase</u>	Juneau
Sat-Sun June 8-9	<u>Champions of Musky Tournament</u>	Eagle River
Sat-Sun June 8-9	<u>Ride 4 Research</u>	Wabeno
Sat-Sun June 8-9	<u>WI State HS Clay Target Tournament</u>	Nekoosa
Sat June 15	<u>Summitting Challenge</u>	Wausau
Sat June 15	<u>Apostle Islands Inline Skate Marathon</u>	La Pointe
Thurs-Sun June 13-23	<u>Tour of America's Dairyland</u>	Various
Fri-Sun June 21-23	<u>Women's Mountain Bike Clinic</u>	Hayward
Sat June 22	<u>Chequamegon 100</u>	Hayward
Sat June 22	<u>Superior Vistas Bike Tour</u>	Washburn
Sat June 29	<u>Langlade Co ATV/UTV Council Ride-in</u>	Elcho
Sat June 29	<u>Balsam Lake Water Ski Show</u>	Balsam Lake

Add your events to TravelWisconsin.com to increase your reach. Events should be marketed to a statewide audience or beyond. Read the full criteria [here](#). Login to the Travel Wisconsin database to submit a listing or fill out the [event form](#)

[here](#). Please also keep the Office up to date on the events, projects and news in your area by adding orec@travelwisconsin.com to your email distribution lists. A few selected events are highlighted here each month.

The Wisconsin Office of Outdoor Recreation is part of the
Wisconsin Department of Tourism

Wisconsin Office of Outdoor Recreation | 3319 West Beltline Highway | Madison, WI 53713

[Website](#) | [1-800-432-8747](tel:1-800-432-8747)