

WISCONSIN

— OFFICE OF OUTDOOR RECREATION —



A Note from the Director

Our recent visits to Horicon Marsh, the John Deere Horicon Works facility, Tour of America's Dairyland Shorewood Criterium, Cabela's/Bass Pro National Walleye Tournament and the Eau Claire area – were alive with energy and passion for the outdoors. Whether through their work in education, gear manufacturing, event or destination management or as visitors to Wisconsin's amazing and welcoming places, the excitement was clear.

A [new report](#) by Outdoor Recreation Roundtable shows the outdoor economy is a growing workforce segment, with 31,000 current job openings in the marine sector alone. These national numbers reflect what we hear from Wisconsin outdoor businesses working to fill new positions.

New connections between industries are creating synergies and opening doors for growth opportunities, too. For example, linking outdoor recreation and health through the [Wisconsin Healthy Communities Summit](#) provides a forum to spark conversation and future collaboration. The Office is dedicated to moving these initiatives forward and making these connections wherever possible.

Additionally, interest and participation keep the demand for places to recreate, and subsequently the demand for gear high. Increased funding for outdoor recreation projects is making long-needed improvements and additional infrastructure possible. We

know there is still a long way to go, as the recent [Bicycle Friendly States ranking](#) release indicates. In 2008 when the rankings were debuted, Wisconsin held the number two spot and remained in the top 10 until 2017 when we dropped to 29. We are thrilled about the number of projects already coming to life this summer which we highlight in our lead story. Quality infrastructure is directly tied to decisions people make on where they live, work and play.

We see the dedication and passion advancing outdoor recreation in Wisconsin. It ignites us. Please continue to share your aspirations with the Office, allowing us more opportunities to facilitate connections for progress and strengthen the network of our growing outdoor recreation industry.



Mary Monroe Brown
Director, Office of Outdoor Recreation

We're a growing office that wants to talk to all outdoor recreation related businesses & organizations.

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](#).

Advancing Outdoor Recreation Infrastructure Supports Local Economies

Facilities and infrastructure, from parks and trails to boat ramps and campgrounds, are what make outdoor recreation accessible. They are the backbone of the outdoor industry. As the number of people participating in activities outdoors continues to grow, additional or improved infrastructure can help meet this demand, alleviate overcrowding and help fuel local economies.

Historic levels of investment for outdoor recreation through the Great American Outdoors Act and new opportunities through the Infrastructure Investment and Jobs Act have made it possible for shovel-ready projects to come together quickly. In northeastern Wisconsin, [Marinette County directed American Rescue Plan Act \(ARPA\) funding](#) secured last fall toward engaging the International Mountain Bicycling Association (IMBA) in the planning and development of a new, diverse trail network of more than 60 miles of singletrack with options for all levels and abilities. Construction is already underway on the first phase of the project.



Two separate crews from the [Wisconsin Conservation Corps](#) are assisting the [Chequamegon Area Mountain Bike Association's \(CAMBA\)](#) team in rehabbing a trailhead and parts of several trails this summer. Photo courtesy of CAMBA.

Other trail projects under construction this summer include the [Bicycle Skills Park in the Baird Creek Greenway](#) (Green Bay), the [Shred to School Trail](#) (Madison), expansion of the mountain bike trails at [Kinnickinnic State Park \(River Falls\)](#) and [Willow River State Park \(Hudson\)](#), new trail and upgrades at [WinMan Trails](#) (Winchester) and the first bike-optimized trails at [Powers Bluff County Park](#) (Wisconsin Rapids). The American Birkebeiner Ski Foundation has also started building singletrack on the new [Telemark property](#) and [Wisconsin Conservation Corps](#) trail crews have been assisting [CAMBA's team on the rehabbing of trails](#).

In urban settings, trail connections are creating safe off-road alternatives. A section of the [North Mendota Trail](#) through Governor Nelson State Park recently opened as a link between Middleton and Waunakee. In Ozaukee County, work is underway to create a grade-separated trail connection by reactivating a tunnel under the [Interurban Trail](#).

ARPA funding was also utilized by Sauk County to fund reconstruction that would allow for the reopening of the horse campground at [White Mound County Park](#). Earlier this season, a new equestrian campground with 20 sites opened at [Governor Dodge State Park](#).

Adding capacity for ATV/UTV riders, new road routes are being added at a fast pace. The Wisconsin ATV/UTV Association estimates as many as 50,000 miles of on-road routes are now approved for ATV/UTV use across the state.



An overview of the plans for [Ariens Nordic Center](#) in Brillion which is slated to open this December.

Exciting new additions to Wisconsin's snow sports offering are under construction as well. [CXC Skiing](#) hosted its first winter season of skiing and activities at its new Outdoor Recreation & Sports Center in Middleton. It is currently in the middle of Phase II of the project grading for ski trails, securing snowmaking and lighting infrastructure and constructing mountain bike trails. In Brillion, Ariens Company broke ground on its [Nordic Center](#) that will feature a 20-point biathlon range and nearly five miles for cross-country skiing with snowmaking.

These infrastructure projects are exciting advancements for outdoor recreation in Wisconsin, but they also support the economy. Of the 90,000 jobs supported by outdoor recreation each year in Wisconsin, approximately one-tenth are in manufacturing and construction.

From pioneers of terrain-stabilizing geocells, [Presto Geosystems](#), to world-traveling trail builders, [Global Action Sports Solutions](#) or [Great Lakes Trailbuilders](#), to the other famous green-and-gold brand, [John Deere](#), whose versatile Gator UTV made in Horicon hauls and tows trail equipment, these large companies and small businesses are critical employers and components of the outdoor economy. Search the [Outdoor Business Directory](#) to find Wisconsin-based designers, products and builders to utilize for your projects to keep the economic impacts close to home.



On the left, a [John Deere Gator](#) is outfitted with snow accessories for grooming winter fat bike trails at WinMan Trails. It's utilized during other seasons for trail monitoring and hauling equipment for trail maintenance and construction. Photo courtesy of WinMan Trails. On the right, a line of Gators are parked on the factory floor in Horicon where they are produced.

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 your August industry highlights:



Nonprofit: [Gathering Waters](#)

- Gathering Waters is Wisconsin's alliance for land trusts. Their mission is to help land trusts, landowners and communities protect the places that make Wisconsin special. This includes recreational lands and those vital to the outdoor landscape.



Manufacturer: [Modular Trail Structures](#)

- Modular Trail Structures manufactures innovative, durable boardwalks and elevated walkways that enhance access to, and enjoyment of, natural areas. Designed and manufactured in Madison, this family run business can customize and tailor any project.



Guides & Tours: [Brew City Kayak](#)

- Brew City Kayak welcomes all levels of kayaking and stand-up paddleboarding rentals, tours and events during paddling season in Milwaukee. Expert staff provide guidance and instruction during tours for people of all experience and ability levels.



Rental & Retailer: [Fox River Sports & Spas, Ltd.](#)

- Fox River Sports serves all types of cyclists, including new and veteran riders, road and mountain aficionados, and recreation and transportation cyclists. Located in Waukesha, they provide a wide selection of bikes, accessories and also offer repairs.

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 update your information. If you are already listed, feel free to send us an [email](#) with your interest to be featured in the newsletter.

Alexandera Houchin to Keynote Wisconsin Healthy Communities Summit



Photo courtesy of Alexandera Houchin.

The acclaimed ultra mountain bike racer, [Alexandera Houchin](#), will keynote the Wisconsin Healthy Communities Summit to share her moving story of how she was introduced to cycling – making a 10 mile commute by bike to work in Madison – and how it became a healthy outlet during a troubled time in her life. A member of the Minnesota Fond du Lac Band of Lake Superior Ojibwe, Houchin has broken barriers in the sport and continues to inspire everyone who meets her.

[REGISTER TODAY!](#)

Join us and the Wisconsin Bike Fed as we host the 2022 Healthy Communities Summit in Madison this September 29th and 30th. A full schedule with a compelling agenda is coming soon, but no need to wait, register now.

Register

Learn how the links between cycling, outdoor recreation and health can create individual and community wellbeing. Explore collaboration, partnerships and ideas that make Wisconsin a better place to ride a bike, enjoy the outdoors and lead a healthy, happy lifestyle.

Vendor space is also available for businesses and organizations on a first-come, first-served basis. Learn more [here](#).

Industry & Community News

Wheel & Sprocket Receives National Retailer Award

The Wisconsin family-owned, full-service bike shop was recognized with the Platinum Bicycle Retailer Excellence Award for 2022 by the National Bike Dealers Association recognizing Wheel & Sprocket's excellent service across their 12 locations. [Read the story.](#)

Milwaukee Mountain Bike Group Celebrates Juneteenth

MKE Urban Trail Connections is an open group of mountain bike riders who work to educate and build interest in mountain biking especially among members of the BIPOC community. [Read about their celebratory ride.](#)

Ho-Chunk Nation Launches Dugout Canoe Journey

Members of the Ho-Chunk Nation will paddle in dugout canoes and visit historic and cultural landmarks to educate the nation's youth and the community at large about the culture and history of the Ho-Chunk. [Read the story.](#)

Resources

Community Economic Analysis Program for Rural Wisconsin Communities

The program provides a structured community economic development strategic planning process and is open to local communities, rural regions, rural counties and tribal communities with populations between 1,000 and 7,500 people. Applications are due August 15. [Learn more.](#)

BFGoodrich Tires' Outstanding Trails Grant

Funds are available to help organize clean-ups, trail maintenance workdays and other small stewardship projects. The average grant is under \$500 and can be used for everything from feeding volunteers to purchasing equipment, trash bags and tools. Next application deadline is September 30. [Learn more.](#)

UPS Discounts for Outdoor Industry Association (OIA) Members

A new program for OIA members provides up to 50% discounts on UPS shipping. [Learn more.](#)

Events

Note: In-person events may change due to precautions based on COVID-19 guidance. Please see each individual event for more information.

Through Sept 22	<u>Friends of WI State Parks Explore Challenge</u>	Statewide
Fri-Sun, Aug 5-7	<u>Heroes Ride Bike Tour</u>	Neillsville
Fri-Sat, Aug 5-6	<u>Discraft Silver Cup XXII Pro Tournament</u>	Manitowoc
Sat, Aug 6	<u>Phelps Twin Triathlon, Paddle - Bike - Run</u>	Phelps
Sat, Aug 6	<u>Dunes Hike at Point Beach State Forest</u>	Manitowoc
Sun, Aug 7	<u>Learn to Fish Rodeo at Kettle Moraine</u>	Dundee
Thurs, Aug 11	<u>Archery Adult Day Camp at Kettle Moraine</u>	New Prospect
Sat, Aug 13	<u>Underdown Trail Races</u>	Merrill
Sat, Aug 13	<u>Discover Prairies Hike at Harrington Beach</u>	Belgium
Sat, Aug 13	<u>History Hike at Rib Mountain</u>	Wausau
Sat-Sun, Aug 13-14	<u>NCTA Heritage Chapter Workday</u>	Mellen
Wed, Aug 17	<u>Forests of Roche-A-Cri</u>	Friendship
Wed, Aug 17	<u>Sunset Paddle at Horicon Marsh</u>	Horicon
Sat-Sun, Aug 20-21	<u>Ride Across Wisconsin</u>	La Crosse - Milwaukee
Sat, Aug 20	<u>Ninja Mountain Bike Clinics</u>	Madison
Sat, Aug 20	<u>New Glarus Woods Trail Run</u>	New Glarus
Sat, Aug 20	<u>Seeley Lions PreFat Bike Race</u>	Seeley
Sat, Aug 20	<u>NCTA Chequamegon Chapter Workday</u>	Drummond
Sat, Aug 20	<u>Valley Springs Dual Sport Ride</u>	Ellsworth
Sat, Aug 20	<u>Ride to Remember</u>	Neillsville
Sun, Aug 21	<u>Race the Lake</u>	Fond du Lac
Tues, Aug 30	<u>Bird Walk at Kohler-Andrae</u>	Sheboygan

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 your 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



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Website | [1-800-432-8747](https://www.wisconsin.gov/outdoor-recreation) | [LinkedIn](#) | [Unsubscribe](#)