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WISCONSIN OUTSIDE | June 2023

A NOTE FROM THE DIRECTOR

The calendar might not say it is officially summer just yet, but our busy outdoor season has certainly kicked off, and just in time to celebrate [Great Outdoors Month](#). Started in the late '90s as a week-long recognition of public lands and waters, the event has grown into a month-long celebration at the national, state and local levels. See [the proclamation](#) by Governor Evers to commemorate all that Wisconsin's outdoors offer. (The accessible version can be viewed [here](#).)

As Wisconsinites heed the call of the outdoors to hike, bike, paddle, camp, cook out, garden, ride, swim, fish or just sit and soak up the gorgeous rays of sunshine, we are reminded just how special Wisconsin is; that we can wander outside and discover the unexpected and create the unforgettable; that we can explore natural gems and make lasting memories; that these resources provide a place for fun, rejuvenation and support our businesses and livelihoods.

That magic, which lies just outside our doorsteps, enriches our quality of life, nurtures community vibrancy, attracts visitors and supports Wisconsin's economy. Enhancing the opportunities for businesses and communities to tap into that magic is how the Office is working to make Wisconsin a top outdoor recreation state, advance the industry and drive economic impact for the state.

Helping you tap into the economic potential, the Office is pleased to add another industry-leading resource to your toolbox with the release of the Wisconsin Outdoor Recreation Inventory. Read the story below for the full details on how this innovative tool is utilizing the “[science of where](#)” to catalog Wisconsin’s outdoor recreation sites and make their geospatial data available to the public.

We’re also thrilled to announce the [2025 International Trails Summit](#) will be hosted in Madison, likely just days before the [NFL Draft will take place in Green Bay](#). It’s going to be a big year with grand opportunities to showcase Wisconsin’s trails, recreation assets and outdoor industry for Summit attendees and NFL fans, alike. Congratulations to Destination Madison, the Madison Sports Commission, Discover Green Bay, the Packers and all the partners who were successful in securing these two major events.

As we ride these exciting announcements into the summer, we look forward to continuing to help businesses, organizations and communities leverage the tools and resources we provide and realize opportunities that drive economic growth.



Mary Monroe Brown
Director, Office of Outdoor Recreation

P.S. Share these upcoming opportunities with your customers, clients or audiences to encourage ways to get outside this month:

- [National Trails Day](#) (June 3)
- [Free Fun & Fishing Weekend](#) (June 3-4)
- [National Fishing and Boating Week](#) (June 3-11)
- [Wisconsin Bike Week](#) (June 3-10)
- [National Get Outdoors Day](#) & [National Go RVing Day](#) (June 10)
- [Great American Campout](#) (kicks off June 24)

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](#).

New Wisconsin Outdoor Recreation Inventory Launches

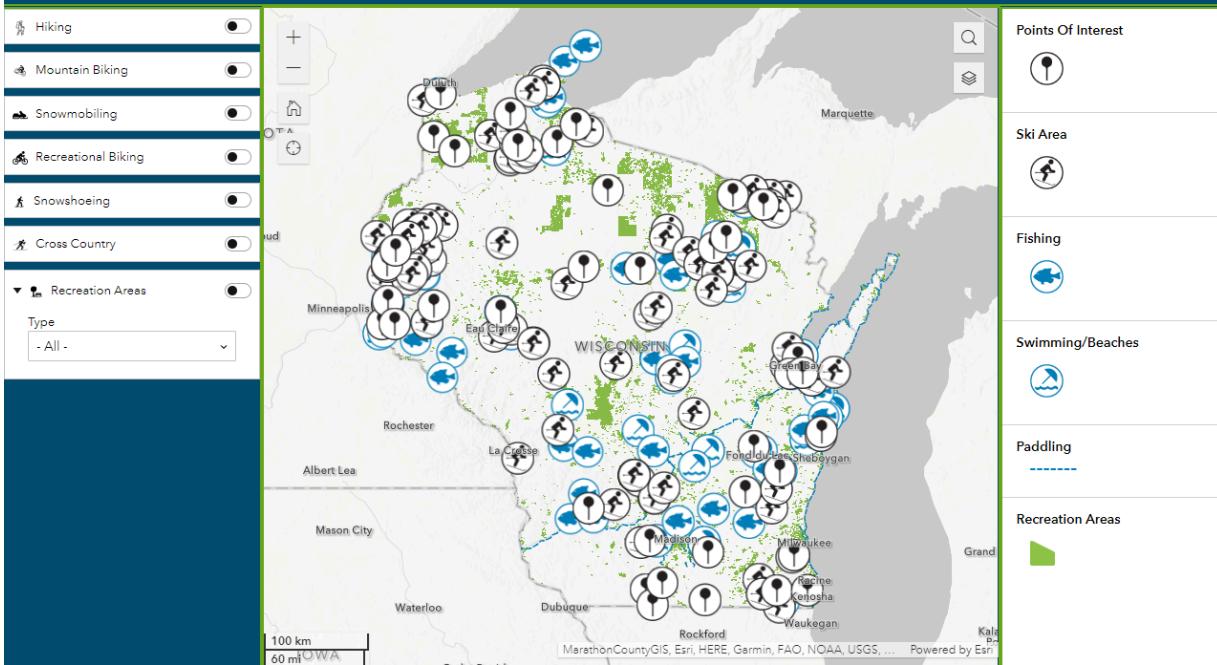
The Wisconsin Office of Outdoor Recreation set forth a visionary goal to create a single, comprehensive inventory of the state's outdoor recreation sites and make it accessible to the public. Today, with the launch the [Wisconsin Outdoor Recreation Inventory](#), there is, for the first time, one central location where this data is being collected, and the newly developed Wisconsin Explorer Tool will allow businesses, organizations and communities to explore and interact with the data, including downloading files for free.

With two Great Lakes, 15,000 inland lakes, 84,000 miles of rivers and streams, and more than six million acres of public land, it's long been understood that Wisconsin is full of outdoor recreation opportunities. But historically, information and maps for trails, beaches, boat ramps, fishing piers and all kinds of outdoor recreation has existed in various places, typically hosted on agency websites (state, county, municipality, etc.) or in crowd-sourced, activity-specific apps. Collecting this massive amount of data from hundreds of different sources is no small feat.

Commenting on the vast scope and the major undertaking of this project, Mike Bialousz, Professional Services Lead – State and Local Environment at [Esri](#) explained, "When we initially met with the Wisconsin Office of Outdoor Recreation about their innovative vision to create a centrally accessible and searchable hub for all of Wisconsin's outdoor recreation assets, we knew we wanted to be a partner in this leading-edge effort. While challenging, given the scope, we knew this was an opportunity to leverage a geographic approach based on ArcGIS technology to serve the Wisconsin community, and the Esri team is pleased to support the launch of this resource for the state's outdoor recreation industry."

To date, the Wisconsin Office of Outdoor Recreation has collected over 50,000 geographic information systems (GIS) files for 12 key outdoor recreation categories from more than 100 partners to populate the launch of the inventory which is available to access via the Wisconsin Explorer Tool. Over time as additional data is shared, the number of outdoor recreation categories and the size of the overall inventory will continue to grow.

WISCONSIN EXPLORER



The Wisconsin Explorer Tool allows users to search the Wisconsin Outdoor Recreation Inventory, see outdoor recreation sites on a map and download files. Visit the [website](#) to learn more and launch the tool.

This innovative inventory tool makes outdoor recreation information readily available for businesses, organizations and communities to tap into the economic potential of outdoor recreation. As part of the work to increase awareness of Wisconsin as an outdoor recreation destination, the Wisconsin Outdoor Recreation Inventory is a foundational resource that can be leveraged to promote a region's vast outdoor opportunities or examined to identify infrastructure priorities.

"Visit Eau Claire is inspired by the lofty goals set by the Office of Outdoor Recreation to launch the new inventory tool. In fact, we've hired our own regional outdoor recreation specialist to work with the Office and collaborate on the mapping tool project," explains Benny Anderson, Executive Director at [Visit Eau Claire](#). He added, "We plan to use the statewide tool to inform our local mapping and outdoor recreation projects, and we are thrilled to have such an innovative resource available to us."

To explore the data currently available in the Wisconsin Outdoor Recreation Inventory, you can browse the Wisconsin Explorer Tool on our [website](#). There, you can also find more information on how to launch the full application, search data and download files.

 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 June industry highlights:

Nonprofit: [The Nature Conservancy in Wisconsin](#)



- The Wisconsin chapter of The Nature Conservancy currently manages 242,100 acres of Wisconsin's quiet lakes, Northwoods forests and sun-kissed prairies to conserve these resources on which life depends and for all to enjoy.

Manufacturer: [Melges](#)



- Since 1945, Melges has been at the forefront of sailing innovation, crafting national championship performance sailboats from their facility in Zenda, just south of Lake Geneva.

Guides & Tours: [Go Guide](#)



- Based in Neenah, GoGuide provides a booking platform and marketing services for guides and outfitters to easily connect outdoor enthusiasts with their next adventure of a lifetime.



Rental & Retailer: [Avant Cycle Cafe](#)

- With locations in Lake Geneva and La Grange, Avant is a hub for the local bicycle community offering sales, service, rentals, coffee and organized group rides.

Destinations: [Sauk County Tourism](#)



- Represented by the five diverse communities of Baraboo, Reedsburg, Sauk Prairie, Spring Green and Wisconsin Dells – all rich in charm, natural beauty and historical presence – Sauk County is a destination that celebrates a respite from the everyday while reveling in the good nature of its people, land and spirit.

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.

INDUSTRY & COMMUNITY NEWS

Madison to Host 2025 International Trails Summit

Destination Madison, the Madison Sports Commission and partners successfully bid for the biennial event organized by American Trails and the Professional Trailbuilders Association. The Summit will descend on Madison in April 2025. [Read the announcement](#).

Visit Eau Claire's Outdoors Development Manager Profiled by VolumeOne

In January, Kennedy Domerchie began her new job in a brand-new position created at Visit Eau Claire. Learn about how she and the organization are envisioning their work to promote and enhance the region's outdoor assets. [Read the story](#).

Wisconsin ATV/UTV Association Launches Survey for Impact Study

This summer, WATVA trail ambassadors will deploy surveys to riders on road routes and trails to gather demographic data and spending habits that will inform a commissioned economic impact study.

Girl Scouts, Rotary Contribute Trees, Accessible Pier & Canoe Launch in Wausau Area

A local Girl Scouts troop planted trees at the site where a new accessible canoe/kayak launch and fishing pier donated by the Rotary Club will be installed along the Great Pinery Heritage Waterway in Schofield. [Read the story](#).

RESOURCES

T-Mobile Hometown Grants

Towns with 50,000 people or less can apply for a grant of up to \$50K to fund projects to build, rebuild or refresh community spaces that help foster local connections in your community. Deadline to apply is June 30. [Learn more](#).

ATV/UTV Enhancement Funding, Deadline June 12

Funding is available to nonprofits that promote safe and wise use of ATV/UTVs, riding and education. [Learn more.](#)

Go Outside Fund, Deadline June 30

The Go Outside Fund provides funding to connect youth to outdoor, nature-based learning experiences. Teachers or organizations may apply for \$100-\$500 to cover costs that facilitate getting kids outside and hands-on with nature. [Learn more.](#)

How to Make Your Safe Streets & Roads for All Application Successful Webinar

Panelists will discuss why trails and active transportation are important components of their projects, and attendees will learn how to make their FY2023 application (due July 10) stand out to the U.S. Department of Transportation. [Learn more.](#)

DEIA In Action Webinar Series

The Society of Outdoor Recreation Professionals is offering a series of four webinars focusing on inclusion in the outdoors. [Learn more.](#)

Trails Webinars in June

American Trails is offering a free weekly educational series in June featuring the following webinars: Trail Skills Project, Connecting Communities with Motorized Trails, National Recreation Trails Designation, and Helping Wheelchair Hikers Find Hiking Trails. [Learn more.](#)

EVENTS

Fri-Sun June 2-18	Essential Gravel Bike Ride	Ringle
Fri-Sun June 2-4	MotoAmerica Superbikes at Road America	Elkhart Lake
Sat-Sun June 3-4	Free Fun & Free Fishing Weekend	Statewide
Sat-Sun June 3-4	WORS: Battle of Camrock	Cambridge
Sat-Sat June 3-10	Wisconsin Bike Week – Various Events	Statewide
Sun June 11	River Alliance's Fools Floatilla	Madison
Sat June 3	Pack Shakedown & Workshop	Deerbrook
Sat June 3	Ride with Pride	Greenfield
Sat June 3	Jack Lake Crazy Eights MTB Race	Deerbrook
Sat June 3	Green Lake 100	Green Lake
Sat June 3	Celebrating National Trails Day	Two Rivers
Sat June 3	WI Ledge Niagara Escarpment Tour	Chilton
Sun June 4	UPAF Ride for the Arts	Milwaukee

Sun June 4	<u>Fly Fishing Demonstration</u>	Necedah
Thu-Fri June 8-9	<u>Leave No Trace @ Peninsula State Park</u>	Fish Creek
Sat June 10	<u>National Get Outdoors Day Stewardship</u>	Fish Creek
Sat June 10	<u>Solstice Summit Challenge</u>	Wausau
Sat June 10	<u>Let's Ride in Wisconsin – ATV/UTV</u>	New London
Sat June 10	<u>Trek 100</u>	Waterloo
Sat June 10	<u>Mirror Lake Canoe Trip</u>	Baraboo
Sat-Sun June 10-11	<u>Ride for Research Dual Sport</u>	Wabeno
Sun June 11	<u>Maritime Marathon</u>	Manitowoc
Wed June 14	<u>Hike & Bonfire Storytime</u>	Hartford
Thu June 15	<u>Badgerland Waterski Show</u>	Oconomowoc
Thu-Sun June 15-25	<u>Tour of America's Dairyland Races</u>	Various
Sat-Sun June 17-18	<u>WORS: ORA Trails Fest</u>	La Crosse
Sat June 17	<u>Wetlands Management at Mead Wildlife</u>	Milladore
Sat June 17	<u>Wausau Wayfarers Hiking Meet-Up</u>	Wausau
Fri-Sun June 23-25	<u>Mercer Open All Species Fishing Tourney</u>	Mercer
Sat June 24	<u>Wolf River Paddle & Pedal</u>	Shawano
Sat June 24	<u>Wild Ones: Vintage Motorcycle Rally</u>	Milwaukee
Sat June 24	<u>Wisconsin Triterium Triathlon</u>	Verona
Fri June 30	<u>Women's Twilight Hike</u>	Baraboo

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



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