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WISCONSIN OUTSIDE | November 2022

A NOTE FROM THE DIRECTOR

Like you, we've found this fall to be nothing short of picture-perfect. The colors are dazzling and the weather just right for spending time outside. While the flora and fauna are slowing their cycles getting ready for winter, many people are still taking advantage of outdoor activities during this spectacular fall season, and stores and facilities are gearing up in preparation for the shift to winter activities. There is a buzz.

The same is true for the Office. From our recent webinar revealing the [brand-new workforce attraction booklet](#) to the updated resources section on the [website](#) and the new [video](#) for ideas on partnerships and industry engagement, we've been busy launching new resources to support your work. We're still feeling the energy from the Wisconsin Healthy Communities Summit, too, and we also had the chance to hit the road again. It was great to meet up with the folks at Harley-Davidson, join the Wisconsin ATV/UTV Association for their annual VIP Ride and see the progress on the new CXC Outdoor Recreation & Sports Center. It is exciting to see our industry partners taking on projects, expanding opportunities and finding success in their efforts.

Below you'll read about several highlighted nonprofits. We're grateful for the leadership role they are taking to make Wisconsin's outdoor recreation opportunities robust, and we hope these stories provide you with even more partnership ideas.

As we prepare for the holiday season, we wish you moments that slow down and allow for time outside, connectedness and contentment. Enjoy the last story in this issue for ideas on how your holiday cooking can help you do exactly that and share in the gratitude that this beautiful fall season is *leaf-ing* behind.



Mary Monroe Brown
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](#).

Nonprofits Fill the Gap

Public-private partnerships are a common recipe for successful projects. In fact, many times they are essential or even required for certain funding opportunities. Nonprofits fill the various gaps between public and private investments – from consulting to construction to stewardship – to make Wisconsin's outdoor recreation offerings come to life.

While much of the state's publicly accessible land is owned by state, county and local agencies, there are also many nonprofits and land trusts working to preserve our landscape and make property open to the public for recreation through easements. Find many of these land trusts as members of [Gathering Waters](#), Wisconsin's alliance for land trusts. Groups like the [Ice Age Trail Alliance](#) are also known for their conservation work alongside trail-building. Some organizations like [Baird Creek Preservation Foundation](#), whose goal is to preserve the ecological resource, also provide hiking and biking trails (including a biking skills park currently under construction) allowing for recreation and for users to connect with their surroundings.

Much of the maintenance and stewardship of land and trails happens through the efforts of nonprofits. Organizations like [River Alliance of Wisconsin](#) coordinate volunteer days to sweep rivers, streams and lakes for invasive species. Many trail groups and friends groups have organized to be the unofficial caretakers of state parks and trails as well as local parks. Friends groups plan cleanup days, host fundraisers and some even serve as concessionaires who make recreational equipment and concessions available to visitors.

In the winter, [local snowmobile clubs](#) established as nonprofits provide the equipment and volunteers who groom over 25,000 miles of trails across the state.



Steve Noskowiak, the executive trail boss and data manager for the Antigo Sno-Drifters, stands in front of the club's grooming tractor and drag. Photo courtesy of Steve and Jane Noskowiak.

Creating recreation opportunities is the mission of many nonprofits who partner with land managers where those activities take place. Several mountain biking organizations like [CAMBA](#), [Capital Off-Road Pathfinders](#), [ORA Trails](#), [Chippewa Off-Road Bike Association](#) and [Central Wisconsin Off-Road Cycling Coalition](#) take on infrastructure projects from start to finish. These groups fundraise, hire consultants and contractors, and provide volunteers for ongoing stewardship.

The [American Birkebeiner Ski Foundation](#) recently acquired [Mt. Telemark Lodge](#) to add additional trails and recreation amenities, including a community center, to their property. Similarly, [CXC Skiing](#) is in the midst of its project to develop cross-country ski and mountain bike trails anchored with a public community center in Middleton. These two organizations are known also for the educational, recreation programming they provide so more kids of all abilities have an opportunity to learn how to ski.

Working from small to modest budgets, nonprofits are known for their passion, creativity and resourcefulness that help them find ways to get things done, including, and perhaps most importantly, fundraising. From intensive grant writing and reporting to asking

individual donors, nonprofits continue to be an essential partner in projects because they are able to offer an additional funding stream to turn plans into reality.

Get to know the nonprofits in your community or those with similar goals and think of ways you can help collaborate and support those groups and the outdoor recreation initiatives in your community.

Download the Workforce Attraction Booklet

The new booklet, *Live + Work Where You Play: Outside in Wisconsin*, leverages the state's outdoor recreation culture, industry and abundant offerings to give Wisconsin employers an edge over the competition in the job market.



The Office is excited to provide this complimentary resource as a meaningful addition to your recruitment toolbox.

Choose the version that suits your needs – a high-resolution PDF for electronic sharing, a press-ready PDF to print and distribute on your own, or work with our staff to create a customized edition.

[Download the Booklet](#)



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 November industry highlights:



Nonprofit: [Wisconsin Horse Council](#)

- The Wisconsin Horse Council (WHC) works to foster a united equine industry and promote the growth and development throughout the state. As a nonprofit, WHC represents members and horses of the equine industry.



Manufacturer: [Trophy Trailers](#)

- Trophy Trailers, founded in 1996 and located in Stanley, manufactures pontoon and aluminum trailers for your outdoor equipment transportation needs.



Guides & Tours: [Back Forty Guide Service](#)

- Back Forty Guide Service is a hunting and fishing guide service located in Price County with guided trips throughout North Central Wisconsin. This family-owned-and-operated outfitting service specializes in deer, bear and different bird species.



Rental & Retailer: [The Toy Shop of Eagle River](#)

- The Toy Shop offers sales, service and rental of snowmobiles, PWCs, ATVs, UTVs and pontoons in Eagle River. They also offer indoor and outdoor seasonal storage for a variety of recreational vehicles.



Destinations: [Visit Eau Claire](#)

- As a destination marketing organization, Visit Eau Claire leverages outdoor recreation opportunities in the area to attract visitors and recently partnered with Sculpture Tour Eau Claire to utilize outdoor spaces and become the nation's largest outdoor sculpture tour.

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.

Food Connects Us to the Outdoors and Each Other

The fall harvest season is full of bounty and gratitude. As pantries fill up and plates fulfill appetites, a more mindful approach to what we eat is fueling more connections with the outdoors and each other.

Gardening and hunting are two activities that have seen a resurgence among adults with an interest in knowing where the food on their plates comes from, and they are two intimate ways people choose to connect to nature and enjoy the outdoors.

Conscious eaters who are seeking local, sustainable options for protein are turning to hunting. Evidence is seen in the popularity of programs like the Wisconsin DNR's [Fishing for Dinner](#) and [Learn to Hunt for Food](#), which offer courses on how to fish or hunt as well as how to process and prepare your catch for a meal.

Whether time is spent in the woods scouting or in the backyard nurturing a garden in a quest to shorten the distance food travels to get to the fork, people are gaining a deeper appreciation of all that the outdoors provides.

Chef Elena Terry, Ho-Chunk native and founder of [Wild Bearies](#), explains how, for her, knowing where food comes from is a way we build relationships and community, and that is the true medicine of food. [She explains](#), "It's more than nourishing your body, it's reconnecting to our ancestors, it's nourishing your spirit and the love that you put into that food gets felt when people eat it."

Through her work, Chef Terry incorporates the full process from growing ingredients from ancestral seeds to sourcing local provisions and cooking delicious meals to build stronger tribal communities through mentorship and reconnecting to food.

Test Kitchen: Practice Mindful Cooking

Below are two recipes to enjoy! We are resharing a favorite venison stew recipe from Wisconsinite John Motoviloff, which is included in his wild game cookbook [Wild Rice Goose and Other Dishes of the Upper Midwest](#). Also, linked [here](#) is a short video of Chef Elena Terry sharing a favorite recipe, SassSquash.

As you prepare one of these dishes, consider sourcing your ingredients locally from a farmers market where you may be able to meet the farmer face-to-face, or harvesting produce from your own garden. Consider procuring your own meat by hunting or fishing or foraging for wild edibles. As you cook, remember the time spent outside, the memories made and the relationships gained for each ingredient as you use it.



Photo: Garrison Gunter

Venison Stew

by John Motoviloff

2 lbs venison, cubed
 Flour (salt and pepper to taste)
 ¼ c. butter or peanut oil
 1 onion, sliced
 1 garlic clove, minced
 1 c. dry red wine
 1 c. beef broth
 ½ tsp. dried thyme
 1 bay leaf
 2 carrots, chopped
 4 potatoes, chopped
 Salt and pepper to taste

Heat butter in bottom of large, heavy kettle or Dutch oven. Brown venison with onion, garlic. Add wine, broth, thyme, bay leaf, carrots, and potatoes. Simmer for 1 ½ hours or until meat and vegetables are tender. Add salt, pepper to taste. Thicken with more flour if desired. Serve with a green salad, dry red wine, and crusty bread for dipping.

SassSquash by Elena Terry

Purée

1 butternut squash
 3 tbsp. flaxseed meal
 ½ c. water
 ¼ c. maple syrup
 Pinch of salt
 Large spoonful of pie spice

Crust

2 c. whole shelled walnuts
 ¼ c. almond flour
 2 tbsp. sunflower oil

Cranberry sauce

1 ½ c. frozen cranberries
 ¼ cup maple syrup
 1 c. water
 Large pinch of pie spice

Cut 1 large squash in half, cover with foil. Roast in oven at 350° for 1 hour. Spoon out contents of squash into the food processor. Stir together water and flaxseed. Add remaining ingredients into food processor. Blend until smooth.

Pulse whole walnuts in a food processor. Combine walnuts, almond flour, sunflower oil and pulse. Press mixture firmly into 9"x9" pan.

Pour squash purée evenly over the crust. Bake at 350° for 45 minutes. Let cool 1 hour.

Combine cranberries, water, maple syrup in saucepan, simmer on medium heat. Stir occasionally waiting for cranberries to pop and the natural pectin to be released. Once sauce has thickened, remove from heat and strain. Set aside. Once cooled, drizzle SassSquash squares with sauce.



Photo: elena Terry

Thank you Trail Reporters!

Thanks for a great season! Traffic to the Wisconsin Trail Report was up 557% over last year. Your dedicated efforts to ensure updated condition reports make the Wisconsin Trail Report a useful and sought-after tool. As we transition to the Wisconsin Snow

Report this winter, we hope you get out and enjoy the winter season and join us again next spring.

If you are interested in reporting for the Wisconsin Snow Report, please [fill out this form](#).

INDUSTRY & COMMUNITY NEWS

Public Comment Open for Rib Mountain State Park Draft Master Plan

The Wisconsin DNR released the Draft Master Plan for Rib Mountain State Park and is inviting public comment online by November 14. An open house will be hosted on November 3. [Read the release](#) for more information.

New 'Check Out Wisconsin State Parks at Your Library' Program Launches

This pilot program will make vehicle admission day passes available to 1,000 library card holders at 20 libraries across Wisconsin. It is a collaborative effort between the DNR, Wisconsin Library Association's Wisconsin Association of Public Libraries and Wisconsin Department of Public Instruction. [Read the release](#).

Seeking Feedback from Employers and Educators Working with Veterans

The newly established Center for Veteran Employment in the Outdoors (CVEO) is working to identify the scope and depth of veteran employment in the outdoor industry across multiple sectors to aid in providing resources, training and a defined path to career transition. If you are an employer who hires individuals in the outdoor industry or an educator/trainer who prepares individuals to work in the outdoor industry, your feedback is requested. [Take the CVEO survey](#).

RESOURCES

Vibrant Spaces Grant

A new pilot program from WEDC will award grants from \$25,000 to \$50,000 to help local communities develop and enhance public spaces. Applicants must be municipalities and provide a 1:1 match for a project ready to begin construction in 2023. [Learn more](#).

Ally Grant

As part of WEDC's Diverse Business Development Program, the Ally Grant pilot initiative aims to foster the development of new and/or emerging diverse-based nonprofit organizations that support diverse business communities. Applications are due December 15. [Learn more](#).

Additional \$25 Million Available for Main Street Bounceback Grants

The program provides one-time funding up to \$10,000 for businesses or nonprofits that move into existing vacant commercial properties, helping to create a foundation for long-term success for themselves and their communities. Businesses must apply through the WEDC's [regional partner](#) for their location. Grants are awarded on a first-come, first-served basis. The application period closes December 31. [Learn more.](#)

Bipartisan Infrastructure Law Opportunities

The Wisconsin Office of Rural Prosperity has compiled information, funding opportunities and resources that will help ensure rural communities have access to the once-in-a-generation investments in infrastructure. [Learn more.](#)

2023 Travel Wisconsin Marketing & PR Co-op Opens Soon

The co-op program provides strategic and affordable advertising and promotional opportunities across a variety of platforms to help you engage and attract key audiences to your destination. Registration opens November 11. [Learn more.](#)

U.S. Bicycle Route System: Success Stories Webinar

Learn about what the USBRS is and how communities can be part of its growth in offering bicycle touring options for travelers and cyclists. [Learn more.](#)

Webinar Series: Centering Indigenous Futures in Outdoor Recreation

The Society of Outdoor Recreation Professionals recently provided a free training series that brought Indigenous scholars and land managers into conversation about reimagining outdoor recreation through decolonization, Indigenous value systems and Indigenous futures. The webinar recordings are posted online. [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.

Sat Nov. 5	Milwaukee Fall Frenzy Adventure Race	Delafield
Sat Nov. 5	Bristol Woods Trail Run	Bristol
Sat Nov. 5	Icebox 480	River Falls
Sat-Sun Nov. 5-6	Dirty Dog Dryland Derby	Pearson
Mon Nov. 7	Frost Moon Candlelit Walk	La Crosse
Fri-Sun Nov. 11-13	tBunk Endurance Challenge	Whitewater
Sat Nov. 12	Wild Gobblers @ Kettle Moraine - North	Campbellsport

Sat Nov. 12	<u>Fall Bird Migration Day</u>	Ferryville
Fri Nov. 25	<u>#OptOutside Ice Age Trail Hike</u>	Hartford
Sat Dec. 3	<u>Trailtessa 2022: Be Calm</u>	Luck
Sat Dec. 3	<u>Global Fat Bike Day Celebration</u>	Hayward
Sat Dec. 3	<u>Santa Cycle Rampage</u>	Milwaukee

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

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