

[Having trouble viewing this email? View it as a web page.](#)



WISCONSIN OUTSIDE | October 2022

A NOTE FROM THE DIRECTOR

We are fresh off the first-ever Wisconsin Healthy Communities Summit. It was incredibly inspiring to have so many people who love to play outdoors gathered in one place eager to make new connections, have insightful conversations and discuss how outdoor offerings enhance our health and create vibrant communities.

The work of the Office weaves together outdoor businesses, manufacturers, guides, nonprofits and communities to understand their needs, desires and challenges. We've listened and worked to bring resources and tools to bear. We've fostered connections and partnerships to help move projects forward. The Summit provided an opportunity to connect those elements together. And we're excited to continue working with you to usher projects along and bring big ideas to life.

If you were unable to join us at the Summit, we unveiled a [new video](#). Check it out to see how we've engaged with partners during our short time as an Office. We hope it will spark ideas for your own work and future collaborations.

We're also rolling out an expansion of resources on our website. Please head on over to OutdoorRecreation.wi.gov to see the new topics listed under "Resources, By Topic" for more information on funding, research and other resources. If you've found specific

opportunities or resources valuable and they aren't listed, we encourage you to [send us an email](#) and we'll continue updating these pages periodically.

As we transition into fall, many take to the woods and fields to hunt. We explore the relationship of ATVs and hunting and share great information below. During this season of harvest, we're reminded of the many ways we connect to the outdoors and all it provides for us. Whether it's a hike, a hunt, a ride or simply time spent in your garden, we hope you will make time to take advantage. Thank you for your hard work and dedication to Wisconsin's outdoor industry.



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](#).

Announcing the New Workforce Attraction Tool to be Released During Webinar

Join the upcoming webinar on Thursday, October 13, for the release of *Live + Work Where You Play: Outside in Wisconsin*, a new talent recruitment publication by the Wisconsin Office of Outdoor Recreation. The webinar, moderated by Wisconsin Office of Outdoor Recreation Director Mary Monroe Brown, will unveil the new booklet which will have customizable features for businesses and organizations. The webinar will provide insights on the current national landscape from the recent outdoor industry workforce assessment and career opportunities report. Learn how Wisconsin compares and how businesses and organizations can leverage the outdoors as part of their workforce attraction strategy. Please join us; register below for this free event.

Attracting Workers with Wisconsin's Outdoors



Thursday, October 13 at 12:00 PM

Presenters:

Chris Perkins, Senior Director, Outdoor Recreation Roundtable

Sam Ridders, COO, Wisconsin Economic Development Corporation

Scott Forristall, CEO, St. Croix Rod

Mary Monroe Brown, Director, Wisconsin Office of Outdoor Recreation

Register to join us!

Thursday, October 13 at 12:00 pm

[Register Now](#)



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 October industry highlights:



Nonprofit: [Access Ability Wisconsin](#)

- Access Ability Wisconsin (AAW) works to provide the means and access to outdoor recreational activities for people with temporary or permanent mobility challenges. AAW offers outdoor wheelchair and enclosed trailer rentals and equipment training throughout the state.



Manufacturer: [Vortex Optics](#)

- Vortex Optics is a family- and veteran-owned manufacturer located in Barneveld creating equipment and accessories for hunting, shooting sports and wildlife watching.



Guides & Tours: [Fall Line Outfitters Co.](#)

- Fall Line Outfitters, located in Stevens Point, uses local professional guides to offer fly fishing trips throughout central Wisconsin. They also offer fly casting and fly tying classes, winter camping classes and a variety of outdoor apparel and accessories.



Rental & Retailer: [Twin Bridge Four Seasons](#)

- Twin Bridge Four Seasons, located in Crivitz, provides rentals, service and sales of boats, motors and other outdoor equipment. A licensed dealer, Twin Bridge also carries a variety of new and pre-owned recreational equipment and provides full service on motors and small engines.

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.

ATVs: A Useful Tool for Hunting

This fall as hunters take to the woods and open fields, you may hear the rumbles of engines. While hunters are cautious to stay quiet and eliminate their scent for fear of

scaring off deer, the ATV or UTV is a useful tool for many and have gained in popularity in recent years.

ATVs and UTVs can help hunters get to more remote locations and have a greater carrying capacity to help haul back an animal when a hunter is successful. Moreover, an ATV/UTV provides an option for hunters with limited mobility to make the trek to their hunting spot and still have an opportunity to enjoy the activity, a tradition for many.



A pair stops mid-ride to check their map and discuss their scouting notes.

In Wisconsin, groups like the Wisconsin ATV/UTV Association, commonly known as WATVA, have worked to support local initiatives that have provided the state with thousands of miles of dedicated ATV/UTV trails, and even more road routes. There are lots of options for both casual riders and hunters.

The Wisconsin Department of Natural Resources has many resources for riders and hunters. Consult their [ATV/UTV page](#) for regulations and safety courses or their [hunting page](#) for season dates, regulations and links to [public land access](#). Additionally, for new hunters or those interested in learning more, a new series of webinars called “Wanna Go Hunting?” can be viewed [here](#).

With a vibrant hunting tradition, a legacy of stewardship and a business environment supporting gear makers like [Polaris](#), [John Deere](#), [Vortex Optics](#), [Mathews Archery](#), [Henry Repeating Arms](#) and more, Wisconsinites live the outdoor lifestyle with enthusiasm, innovation and respect for each other and our natural places.

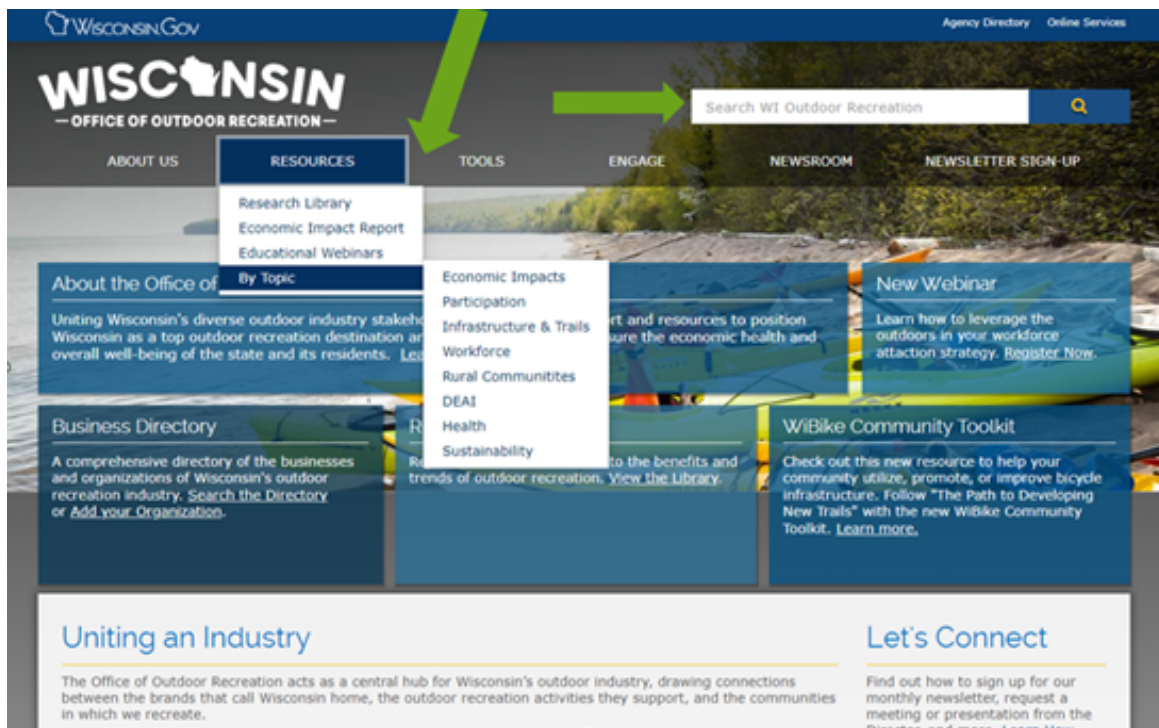
New Expansion of Website Resources

You asked, and we delivered: Building on our commitment to provide resources and information to the industry, the Office has been working to diligently collect research, reports, funding opportunities, guides and toolkits to share with you. We are excited to launch a NEW section of the website to make these easily accessible by topic.

Under the “Resources” menu, select “By Topic” to find eight categories:

- Economic Impacts
- Participation
- Infrastructure & Trails
- Workforce
- Rural Communities
- Diversity, Equity, Accessibility and Inclusion (DEAI)
- Health
- Sustainability

For each category, you’ll be able to find related research and data, funding opportunities and additional resources. You can use the search box at the top right to perform a keyword search of the entire site.



Can't find what you're looking for? Know of other resources and opportunities we should add? We're happy to help. [Send us an email](#) and we'll help find what you need and continue updating these pages periodically.

INDUSTRY & COMMUNITY NEWS

New Kaukauna Trail Highlights City's History

The mile-long trail runs adjacent to the Fox River along the steepest drop in the river and the historic lock system. Interpretive signage is planned. [Read the story.](#)

Chequamegon Mountain Bike Festival Plays Host to Life Time Grand Prix

This year's Chequamegon Mountain Bike Festival, the 39th annual, became part of the Life Time Grand Prix, a series of six iconic off-road events across the country. Elite racers, pros and Olympians from around the country, took to the Northwoods looking to accumulate points from the penultimate race presented by Trek. Read about the [women's race](#) and the [men's race](#).

New Accessible Playground Opens at Peninsula State Park

A new accessible playground opened at Nicolet Beach in Peninsula State Park. The project was a collaboration between the DNR and the Friends of Peninsula State Park. [Read the story.](#)

Travel Wisconsin's Fall Color Report is Live, Joining the Trail Report

The Wisconsin Fall Color Report helps travelers and outdoorists chase fall color as it paints the state each autumn. A perfect companion to the Wisconsin Trail Report, both have widgets available to embed customizable live feeds on your website to promote your region. Get the Fall Color Report widget [here](#) and the Trail Report widget [here](#).

Outdoor Foundation Releases 2022 Participation Report

The new report shows that outdoor participation continued its increasing trend in 2021 despite the reopening of indoor activities. [See the full report](#).

RESOURCES

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, 2022. [Learn more](#).

GameTime Playground Grant Offers up to 100% Match

Parks departments, schools, nonprofits and youth organizations are eligible to apply for up to 100% matching fund for play systems, up to \$25,000 for obstacle courses and up to \$7,000 for outdoor fitness equipment. Deadline to apply is October 26, 2022. [Learn more](#).

National Recreational Trail Designation Applications due Nov. 1

National Recreational Trails are designated to promote the country's highest caliber trails open to the public. [Learn more](#).

REI Path Ahead Ventures Grant Opportunity for Aspiring BIPOC Founders

The Embark track of the Path Ahead Ventures program fuels aspiring BIPOC founders with a \$10k equity-free grant and guidance to turn early-stage ideas into viable business models. The applications are being accepted and reviewed on a rolling basis through October 16, 2022. [Learn more and apply](#).

Webinar Series: Centering Indigenous Futures in Outdoor Recreation

The Society of Outdoor Recreation Professionals is providing a free training series that features four sessions that bring Indigenous scholars and land managers into conversation about reimagining outdoor recreation through decolonization, Indigenous value systems and Indigenous futures. [Learn more](#).

Webinar: Making the Most of Federal Transportation Funding

This free webinar hosted by Rails-to-Trails Conservancy will discuss new federal funding sources and new guidelines implemented through state Departments of Transportation focusing on the new Carbon Reduction Program and the Transportation Alternatives program. [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.

Tues-Sun Oct. 4-9	Wheel Hike Together	Crivitz
Wednesdays in Oct.	Cyclocross Practice for All Levels	Madison Area
Thurs-Sat Oct. 6-8	Treeland Musky Fly Fishing Championship	Hayward
Thurs-Sun Oct. 6-9	Pumpkin Run ATV/UTV Rally	Mercer
Fri-Sun Oct. 7-9	Trek CX Cup	Waterloo
Sat Oct. 8	Run Wild 2022 @ Potawatomi State Park	Sturgeon Bay
Sat Oct. 8	Midwest Onewheel WinMan Enduro	Winchester
Sat Oct. 8	Moonlight Hike @ Wildcat Mtn. State Park	Ontario
Fri Oct. 14	Guided Paddle @ Horicon Marsh	Horicon
Sat Oct. 15	World Migratory Bird Big Sit Event	Sheboygan
Sat Oct. 15	Red Granite Grinder Gravel Bike Race	Wausau
Sat-Sat Oct. 15-21	Waterfowl Hunt for Persons with Disabilities	Trempealeau
Sun Oct. 16	Race for Open Space 5K & 10K Trail Run	West Bend
Fri Oct. 28	Fall Candlelight Hike	Stevens Point
Sat Oct. 29	Bucky Dual Sport Motorcycle Ride	Cross Plains

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.

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

Website | 1-800-432-8747 | [LinkedIn](#) | [Unsubscribe](#)