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A Note from the Director

We say it all the time, Wisconsin's natural playground and our hardworking and friendly character is an unbeatable combination for businesses and visitors alike who are drawn to experience this outdoor lifestyle. It comes together because of the passion and dedication of employees and volunteers in our industry who work tirelessly to sustain our natural assets and create opportunities to enjoy them. As we celebrate Labor Day and National Public Lands Day this month, we recognize how the efforts of the 90,000-plus outdoor industry employees and many more volunteers positively impact the state's economy and build the outdoor culture we enjoy.

Businesses and organizations can boost their talent attraction efforts by leveraging this strong combination, and the Office is excited to launch a brand-new recruitment tool for you to add to your toolbox. Please join us next month for the live webinar, "Attracting Workers with Wisconsin's Outdoors," when we unveil the talent recruitment publication, *Live + Work Where You Play: Outside in Wisconsin*. Hear about the current state of the industry workforce from the collaborative reporting efforts of the Outdoor Recreation Roundtable and Outdoor Industry Association, as well as an update from the Wisconsin Economic Development Corporation. Learn more and register below.

September is also Coastal Awareness Month. More than 800 miles of Great Lakes shorelines provide harbor towns and coastal communities with immense resources and opportunities. The Great Lakes are an integral part of the outdoor and tourism industries

and essential to our economy. In the story below, we highlight the businesses and organizations working to make the “Third Coast” a standout.

Thank you for your ongoing work to grow the industry. Please continue to take advantage of the resources from the Wisconsin Office of Outdoor Recreation to help advance your work, including the upcoming opportunity to join us on September 29 and 30 at the [Wisconsin Healthy Communities Summit](#). We look forward to listening, learning and networking with you.



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](#).

New Webinar: A New Recruitment Tool for Attracting Workers with Wisconsin's Outdoors

Join the Wisconsin Office of Outdoor Recreation for this live webinar release of a brand-new talent recruitment tool for Wisconsin businesses and organizations. Learn about the outdoor industry's current workforce environment and future outlook.

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

Moderated by Wisconsin Office of Outdoor Recreation Director Mary Monroe Brown, the session will provide insights on the current national labor 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. Then find out how to access the Wisconsin Office of Outdoor Recreation's new talent recruitment publication, *Live + Work Where You Play: Outside in Wisconsin*, for your own recruitment efforts.

Thursday, October 13 at 12:00 pm

[Register Now](#)

Third Coast, Best Coast

The colloquialism "Third Coast" often refers to the Great Lakes region, defining it as distinct but deserving recognition among the other major coasts of the United States, the East Coast and the West Coast. But Wisconsin's freshwater coast is no runner-up.

Thanks to investments by communities and programs, Wisconsin's Great Lakes shores are glistening.

This year, Viking, the cruise ship company, added the Great Lakes to its lineup of worldwide cruises. Four of the itineraries make stops at Wisconsin ports, including Milwaukee and Bayfield. The cruises have made major headlines and lists, such as Conde Nast's "[22 Best Places to Go in 2022](#)" and AFAR's "[The 65-Day Cruise that Starts in Antarctica and Ends in Milwaukee](#)." But more than the international media attention, these cruises are bringing thousands of tourists and millions of dollars in spending to Wisconsin. Milwaukee estimates the annual impact to be [\\$2.8 to \\$4 million](#).



Cruise line, Pearl Seas, recently signed a deal to dock in Milwaukee through at least 2030. Photo courtesy of VISIT Milwaukee.

Investments in infrastructure to host these big ships were critical. The Port of Milwaukee was a recipient of \$3.5 million from the Tourism Capital Investment Grants, part of the ARPA funding allocated to the state. The Port continues to raise funds for the [\\$7 million project](#) that will allow for large ships like the 665-foot Viking Octantis – the largest ship to date to sail the Great Lakes – to dock in Milwaukee.



Will Krift of [Trails Anonymous](#) and a volunteer, Bob Wood, pose along a section of Sweeny Switchback which created new access to the Big Ravine Area. It was one of the trail projects of the City of Bayfield that was funded in part by grants from the Wisconsin Coastal Management Program. Photo courtesy of [Bayfield Area Trails](#).

The [Wisconsin Coastal Management Program](#) (WCMP) is another ongoing investment in Wisconsin's Great Lakes coast. Since 1978, the state program has worked collaboratively with state, local and tribal agencies and nonprofit groups to manage the natural asset and provide funding for efforts in coastal communities to protect, preserve and educate about the Great Lakes. The Bayfield Area was a recipient of two WCMP grants which helped to leverage additional funding for the redesign and construction of over five miles of sustainable trails throughout the Big Ravine area connecting Bayfield Hill to the lake. The project included restoration for areas that had been degraded by off-trail use, as well as pollinator gardens and interpretive signage at the improved trailheads. (Read more in the [Wisconsin Great Lakes Chronicle](#), page 8-9.) The 2023-2024 grant application period is open now, and applications are due Friday, November 4, 2022. Learn more about the grant program [here](#).

Another new effort to provide funding opportunities for the region is [Give Back Great Lakes](#). Businesses of the program commit to reinvesting one percent of their annual revenue or profit to mission-aligned nonprofits in the region and internal sustainability initiatives.

The Great Lakes provide for resident enjoyment, tourism attraction and business needs. These shores are also home to many ship builders, marinas, fishing guides and makers of outdoor gear. Investments to sustain their health while leveraging their features is a reciprocal relationship that benefits the lakes and Wisconsinites.

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 September industry highlights:



Nonprofit: [Natural Resources Foundation of Wisconsin](#)

- The Natural Resources Foundation of Wisconsin protects the state's lands, waters and wildlife and connects communities to the outdoors. They offer grant funding, field excursions and networking opportunities.



Manufacturer: [Hayes Performance Systems](#)

- Hayes Performance Systems, located in Mequon, manufactures a full portfolio of recreational transportation parts and equipment. Most notably known for their array of braking systems for power sports and cycling, Hayes also manufactures suspensions, shocks and other vital components.



Guides & Tours: [Lori's Pride](#)

- Lori's Pride, out of Port Washington, offers sport fishing charters for salmon and trout on Lake Michigan. Operating since 1982, this family-owned company utilizes a 35-foot Bertram Fisherman vessel and has seasoned, licensed captains to ensure success and safety on your trip.



Rental & Retailer: [EOS Surf Shop](#)

- EOS Surf Shop, located in Sheboygan, offers surfing equipment, rental and lessons, along with standup paddleboard, kiteboard and skateboard gear. The first surf and paddleboard shop in Wisconsin, EOS has been serving the community since 1998.

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.

Full Schedule Announced for Wisconsin Healthy Communities Summit

Hear inspiring stories of personal and organizational perseverance from keynote speakers Alexandra Houchin, John Burke and Dane County Executive Joe Parisi at the first [Wisconsin Healthy Communities Summit](#) co-hosted by the Wisconsin Office of Outdoor Recreation and the Wisconsin Bike Fed.



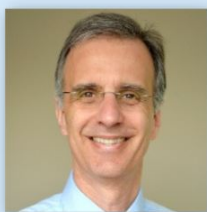
KEYNOTES



John Burke
President & CEO, Trek Bicycles



Alexandra Houchin
Ultra distance cyclist



Joe Parisi
Dane County Executive

The two-day lineup includes dozens of innovators leveraging bicycling and outdoor recreation for healthier communities. See the complete list and schedule [here](#).

Tickets are limited, so please register today to guarantee your spot. Don't miss this opportunity to gather with industry peers, make new connections and foster ideas and partnerships, while working to make Wisconsin a better place to ride a bike, enjoy the outdoors and lead a healthy, happy lifestyle.

September 29 – 30
The Madison Concourse Hotel | Madison, WI

[Register Now](#)

Limited vendor space is still available for businesses and organizations on a first-come, first-served basis. Reserve your space to engage with attendees with interests in cycling, outdoor recreation and healthy living. Register [here](#).

Industry & Community News

Wisconsin's Lackman Named to Mountain Bike Worlds Team

USA Cycling named Wausau native and reigning Collegiate Mountain Bike National Champion, Lauren Lackman, to the U23 Women's Mountain Bike Worlds Team. [Read the story.](#)

Wigwam Signs as U.S. Ski & Snowboard Official Sock Provider

The 117-year-old, fourth-generation family-owned company signed a multi-year deal that will provide the U.S. Ski and Snowboard team, coaches and staff with technical socks developed for the sport. [Read the story.](#)

Wehr Nature Center Becomes Track Chair Host Site

In a new partnership with Access Ability Wisconsin, an all-terrain wheelchair can be used on the trails at Wehr Nature Center or rented and towed to area parks for free. [Read the story](#) or [learn more about reservations](#).

Resources

Quartz & National Fitness Campaign Announce \$450,000 Available in Grant Funding

The partnership is providing funding to communities and organizations with a goal to build 10 state-of-the-art outdoor fitness courts in Wisconsin. The application period is now open. [Learn more](#) or [schedule a briefing](#).

Reconnecting Communities – Planning & Capital Construction Grants

The new federal program will distribute \$1 billion over the next five years to reconnect communities that were previously cut off from economic opportunities by transportation infrastructure. Application deadline is Thursday, October 13, at 10:59 pm CST. [Learn more.](#)

Free September Webinar Series from American Trails

Thursdays in September, join American Trails for educational sessions on topics such as developing a trail crew program, trail planning, enhancing trail stewardship, increasing

diversity of users and making the case for trails. [Learn more.](#)

Travel Wisconsin Fall Color and Trail Report Resources and Updates

With autumn just around the corner, Travel Wisconsin is seeking volunteer reporters for the Fall Color Report. Help outdoorists easily find a trail in your community to experience the brilliant colors of fall by providing updates on the changing colors and trail conditions. Fill out [this form](#) to become a Fall Color reporter. Additionally, you can promote your community with a live feed of both reports, customizable to a region or county, by downloading the widgets and embedding them on your website. Get the Fall Color Report widget [here](#) and the Trail Report widget [here](#). Once the snow flies, the Trail Report will sunset for the season and transition to the Wisconsin Snow Report.

Safe Streets and Roads for All Applications Due Sept. 15

Funding is available to create or update a Comprehensive Safety Action Plan or to implement measures in an established plan. Counties, cities, towns, special districts of a State, transit agencies, MPOs, Tribal governments and multijurisdictional groups are eligible to apply. Application deadline is Thursday, September 15, at 4:00 pm CST. [Learn more.](#)

Sportfish Restoration & Fishing Piers Grant Opportunity

Funding is available for construction of fishing piers primarily designed to provide public access for shore fishing. Counties, local governments, tribes, sanitary districts, public inland lake protection and rehabilitation districts and qualified lake associations may apply. Application deadline is October 1. [Learn more.](#)

Wisconsin Fast Forward Grant

Funding for businesses from all Wisconsin industry sectors is available to reimburse the costs of customized occupational training for unemployed, underemployed and incumbent workers. Grant awards range from \$5,000 to \$400,000 per grantee. Application deadline is Tuesday, September 27, at 3:00 pm CST. [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	Friends WI State Parks Explore Challenge	Statewide
Mon, Sept 5	Shifting Gears Bike Path Dance Festival	Madison
Wed, Sept 7	Cyclocross Practice for All Levels	Madison
Sat, Sept 10	SepTimber Bike Ride	Eagle River
Sat, Sept 10	Wolfman Triathlon	White Lake

Sat, Sept 10	Mushroom Hunting: Sandhill Wildlife Area	Babcock
Fri-Sun, Sept 16-18	Thunder on the Rock Boat Races	Beloit
Fri, Sept 16	Herb Hike: Newport State Park	Ellison Bay
Sat, Sept 17	Chequamegon MTB Festival	Cable
Sat, Sept 17	Dragons on the Rock	Janesville
Sat, Sept 17	Peninsula Fall Century Challenge	Sister Bay
Sat, Sept 17	Timothy Johnson's Founders Float	Johnson Creek
Sun, Sept 18	Discover Whitewater Half-Marathon & 5K	Whitewater
Wed, Sept 21	Cyclocross Practice for All Levels	Madison
Fri-Sat, Sept 23-24	Pick Me Up at the Border Night Bike Ride	Fitchburg
Fri-Sun, Sept 23-25	Hodag Musky Challenge	Rhineland
Sat-Sun, Sept 24-25	Big Woods 200 Dual Sport	Wabeno
Sat, Sept 24	Bike the Barn Quilts	Shawano
Sat, Sept 24	Birkie Trail Run Festival	Cable
Sat, Sept 24	Wolf Lake Trail Run/Hike	Kansasville
Fri-Sun, Sept 30-Oct 2	Midwest Musky Classic	Phelps

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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