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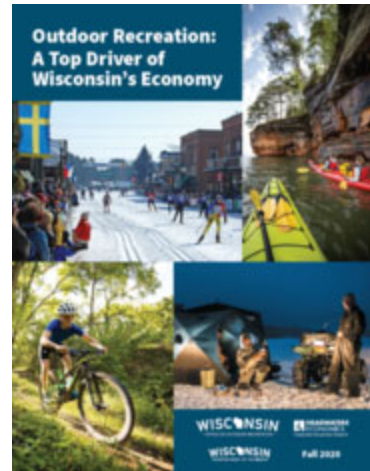
**WISCONSIN OUTSIDE** | November 2020

## A Note from the Director

Outdoor recreation in Wisconsin means business. It is a \$7.8 billion industry for our state. In other words, \$1 out of every \$40 generated in Wisconsin is directly related to outdoor recreation. It supports 93,000 jobs and provides over \$3.9 billion in wages, salaries and compensation to Wisconsin workers. Outdoor recreation is and continues to be a livelihood for many, and it greatly contributes to the economic health of our state.

The Office of Outdoor Recreation, in partnership with the Department of Tourism, is excited to share a new report produced by Headwaters Economics that details the sizeable economic impact outdoor recreation creates throughout Wisconsin. View the full report [here](#).

Over the next few months, we'll dive deeper into the report to highlight the ways this diverse industry is powering Wisconsin's economy. As part of the industry, you're already aware of its strength, and we hope this report fills you with enthusiasm to join in the work around outdoor recreation for a thriving Wisconsin.



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 Wisconsin's Office of Outdoor Recreation. Please share it with friends or colleagues with a vested interest in Wisconsin's outdoor recreation industry and partners by forwarding this email or [subscribing here](#). You may also update your subscription preferences [here](#).

## A Manufacturing Powerhouse

From recent start-ups like Zero 4 Outdoors to fourth generation led companies like Wigwam, Wisconsin's passion for the outdoors is evident in its storied manufacturing legacy. The state is home to dozens of renowned outdoor brands including Bending Branches, Burger Boat Company, Harley-Davidson, Johnson Outdoors, Mercury Marine, Mathews Archery, MirroCraft Boats, Pacific-Cycle, Planet Bike, Saris, St. Croix Rods, Trek Bicycles, Vortex Optics, Yamaha, and more.

Wisconsin ranks fifth among U.S. states for share of all jobs that are in outdoor recreation-related manufacturing and supports over 8,300 jobs. The manufacture of outdoor goods generates over \$2 billion for Wisconsin's gross domestic product (GDP), or nearly a quarter of the outdoor recreation industry's \$7.8 billion contribution.



*Vortex Optics is located in the rolling hills of the Driftless Area in Barneveld, WI. Photo courtesy of Vortex Optics.*

Outdoor recreation manufacturing supports the state’s rural economies and lifestyles. While some global headquarters and world-class manufacturing facilities are located in urban centers like Madison and Milwaukee, many are located in rural towns like Waterloo, Park Falls, Osceola, and Barneveld. The U.S. Department of Labor states, on average, jobs in the outdoor recreation manufacturing segment pay 19% higher wages than the rest of the economy – one of several factors contributing to a better quality of life. Many companies also list another factor: the proximity to outdoor recreation opportunities where their employees can partake in the very activities their work supports.

“Our world-class manufacturing facility is nestled deep in the Northwoods providing access to storied fishing opportunities and instills in our work family an appreciation for our incredible outdoor recreation opportunities,” explains Scott Forristall, CEO of St. Croix Rods located in Park Falls, WI.

Bob Burns, Vice President of Trek Bicycle agrees, “Basing our global headquarters in Wisconsin provides Trek the opportunity to recruit world-class talent and employees with a strong work ethic, as well as access to excellent road and mountain biking right out the back door.”

From fishing to bikes to boats to hunting gear to socks, manufacturing plays a large role in Wisconsin’s outdoor recreation industry, and it sets Wisconsin apart. The Office of Outdoor Recreation is committed through our work and the [four tenets](#) to continue to uplift and support this segment of Wisconsin’s economy.

## New Mini-Webinar Series Launches

Through our conversations with stakeholders, we heard that learning from and making connections with government agencies is important. To that end, we'd like to invite you to join us, as we tackle some big issues in bite-size fashion over the lunch hour.

From outdoor tourism to resilient communities and funding... load up on information, ideas, resources, and new connections in roughly 30 minutes with this short series of mini-webinars.

### Promoting Economically Vital Outdoor Tourism

Wednesday, November 18 @ Noon

### Building Healthy, Resilient Communities Through Outdoor Recreation

Wednesday, December 2 @ Noon

### Leveraging the Great American Outdoors Act and the Land & Water Conservation Fund

Wednesday, December 16 @ Noon

WISCONSIN  
— DEPARTMENT OF TOURISM —

Wisconsin Economic Development Corporation

AMERICAN BIRKEBEER  
BIRKIE  
SKI, RUN, BIKE, LIVE!  
SKI FOUNDATION

Governor's  
Blue Ribbon Commission  
on Rural Prosperity

ORR OUTDOOR  
RECREATION  
ROUNDTABLE

FOREST SERVICE  
U.S.  
DEPARTMENT OF AGRICULTURE

SOCIETY OF  
OUTDOOR RECREATION  
PROFESSIONALS

Mini-Webinar Series Presenters

WISCONSIN  
— OFFICE OF OUTDOOR RECREATION —

Click [here](#) to register or visit the [website](#) for full descriptions of each of the mini-webinars and the presenters.

## Industry & Community News

**Department of Tourism Announces \$12 Million in TRAVEL Grants** Through the Department's new Tourism Relief to Accelerate Vitality and Economic Lift (TRAVEL) Stimulus Grant program, nearly \$12 million in funds were distributed to 158 tourism organizations. [Read the article](#) and view the full list of recipients [here](#).

**Heart of Vilas County Trail System Named National Recreational Trail** The 52-mile paved trail system connects five communities and travels among lakes and through a state forest. It was honored by the Secretary of Interior recognizing connecting people to local resources and improving their quality of life. [Read the article](#).

**Deer Hunt Wisconsin Special to Air on WPT** In anticipation of the upcoming gun deer hunt season, the program hosted by Dan Small provides a valuable review for hunters and includes experts from the DNR and UW-Madison. Find viewing times [here](#).

## Events

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

**Gun Deer Hunt Season | Begins November 21** Whether you hunt or plan to spend time outside, it's a good reminder to share the space and stay safe. Dates below and more information is [here](#).

- Gun season dates: November 21 – 29
- Muzzleloader dates: November 30 – December 9
- December 4-day Antlerless Hunt: December 10 – 13
- Antlerless "Holiday" Hunt: December 24 – January 1, 2021

**Snowmobile Show & Swap | Dunbar | December 5** The Low Buck Vintage Riders Snowmobile Club hosts the 17<sup>th</sup> annual show where trophies are awarded in several classes. [Learn more and register](#).

**American Birkebeiner | Hayward | February 24 -28** This year three ski races are spread over 5 days and will feature a new looped course to help eliminate the need for busing skiers. [Learn more and register](#).

## Announcements & Resources

**November 2 LAST DAY to Submit Small Business Grant Applications** The second phase of WEDC's We're All In Small Business Grant Program closes

Monday, November 2 at 11:59 PM. An additional \$50 million is available this round. More information [here](#).

**Get the Inside ‘Scoop’ on PR opportunities** Travel Wisconsin and its agency of record send out a monthly newsletter to keep you up to date on public relations trends and opportunities. Click [here](#) to sign up for the Scoop. Opportunities, or “Hot Leads,” are also emailed to subscribers to crowd-source unique and timely storylines to pitch. Click [here](#) to sign up for Hot Leads.

**Seeking Representatives for County Deer Advisory Councils (CDAC)** Each county has a CDAC to provide input and recommendations to the Department of Natural Resources on deer management in their county. For more information on CDACs, to view counties and seats currently vacant, and submit an application, click [here](#).

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*Header image courtesy of St. Croix Rods.*

The [Wisconsin Office of Outdoor Recreation](#) is housed within the Wisconsin Department of Tourism.



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