

The Wisconsin Office of Outdoor Recreation provides resources and tools to support your work, grow Wisconsin's economy and improve the quality of life for Wisconsinites.



The Impact of Outdoor Recreation

Economic Impact: Download the economic impact infographic to highlight the importance of the outdoor industry on Wisconsin's economy.

Research Library: Learn more about the benefits and economic impacts of outdoor recreation. Data and reports are available to build a case for support or strengthen grant applications.

Tools

Do-It-Yourself Economic Impact Analysis: Use this step-by-step guide, designed to assist anyone (no economics degree required), to learn how to conduct visitor research and calculate the economic impact of your outdoor recreation infrastructure without hiring a consultant.

Live + Work Where You Play: Outside in Wisconsin: Add this free workforce attraction resource to your recruitment toolbox. Download the booklet or work with the Office to create a customized version and let Wisconsin's outdoor recreation offerings help you recruit new talent.

Outdoor Business Directory: Add your outdoor business or organization to the directory or update your current listing. Use this directory to connect with other outdoor recreation-related businesses, manufacturers, organizations and agencies across the state.

Wisconsin Outdoor Recreation Inventory: Explore and download data to tap into the economic potential of outdoor recreation. This publicly accessible inventory contains a robust catalog of over 70,000 GIS features for outdoor recreation offerings across the state.

WiBike Community Toolkit: Use this toolkit to help your community promote or improve bicycle infrastructure. Learn how to break down the process of bringing trails to life in nine basic phases.

Resources and Grants

Grants & Funding: Learn more about grants available for outdoor recreation. Explore funding opportunities on our website by selecting "resources" in the menu and then "by topic" in the drop-down.

Request a presentation: The Office can provide a presentation on the economic impact of the outdoor recreation industry or a topic tailored to fit your needs.

Schedule a meeting: Make an appointment with our **Outdoor Recreation Development Specialist** and learn how to use the Office's resources to advance outdoor recreation projects and drive economic impact in your community.

Connect

OutdoorRecreation.wi.gov: Visit the website for additional information and resources.

Sign up for the monthly newsletter: *Wisconsin Outside* features outdoor recreation success stories, industry highlights, outdoor recreation news, funding opportunities and much more.



Connect with the Office on [LinkedIn](#) to stay updated on news, resource, funding and more.

**WORKING
TOGETHER
TO DRIVE ECONOMIC
GROWTH
AND IMPROVE
QUALITY OF LIFE IN
WISCONSIN**

