

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

# WISCONSIN

— OFFICE OF OUTDOOR RECREATION —



**WISCONSIN OUTSIDE | April 2024**

## A NOTE FROM THE DIRECTOR

This spring, all eyes are on Wisconsin as [Top Chef](#) Season 21 features the state's culinary scene. Our colleagues at Travel Wisconsin, in collaboration with several partners, worked for years to land this incredible opportunity to showcase Wisconsin to a national audience. Capitalizing on this moment, Travel Wisconsin is running its first-ever national ad campaign. In addition to the national ad, Travel Wisconsin is running a second ad in regional target markets, which will include this [water-specific outdoor recreation spot](#). While Top Chef is certainly about food, strong ties to the land, our culture and spirited nature are on full display, and viewers will be salivating over the idea of planning their next trip to Wisconsin. They'll be interested in traveling by fork, but they won't want to miss out on all that Wisconsin has to offer. It's an exciting opportunity to welcome new visitors and introduce them to Wisconsin's world-class outdoor recreation offerings.

Once here, visitors need to know how to engage with the outdoors. In fact, one of the biggest barriers to participation is simply not knowing about outdoor recreation opportunities or where they are. Now is a good time to take a closer look at what information you provide to visitors and how to develop resources that make it easy for them to find it and prepare for their trip. You can share this information for free to directly promote outdoor recreation or make it available to others for resource development with the help of these resources:

- **TravelWisconsin.com Listings** – Make sure your parks, trails, guides, equipment rental shops and other recreational places and businesses are included in the [listings](#). If they are, make sure the information included is up-to-date. Learn more [here](#).
- **Outdoor Business Directory** – Add your outdoor recreation businesses and organizations [here](#). Communities looking to promote outdoor offerings can find your business or organization here as additional information to support trip planning.
- **Wisconsin Outdoor Recreation Inventory** – Add your outdoor recreation activities to the map or update the data included. Data can be downloaded for free to create maps and [more](#). (For more information on this process, read our featured story below.)

If your community is in the process of proposing, constructing or improving outdoor recreation infrastructure, national efforts are underway to illustrate the demand for outdoor recreation funding. Outdoor Recreation Roundtable is collecting specific needs related to developing the outdoor recreation economy. [View the map](#) of current submissions and add yours by [completing this brief form](#). Similarly, PeopleforBikes is collecting bicycling infrastructure projects. You can learn more and add yours [here](#). These inventories also reveal where outdoor recreation is an important focus area of development. Please add your projects to these inventories to show how Wisconsin is working to make our outdoor recreation product even better.

And lastly, we are pleased to provide an opportunity for inspiration, learning and networking at the second Wisconsin Healthy Communities Summit on Monday, April 29th. You can learn more about the agenda in the story below. Don't miss this chance to speak to experts and connect with colleagues from across the state. [Register](#) today to join us!



Cassie Mordini  
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](#).

---

# Wisconsin Outdoor Recreation Inventory Looks to Grow

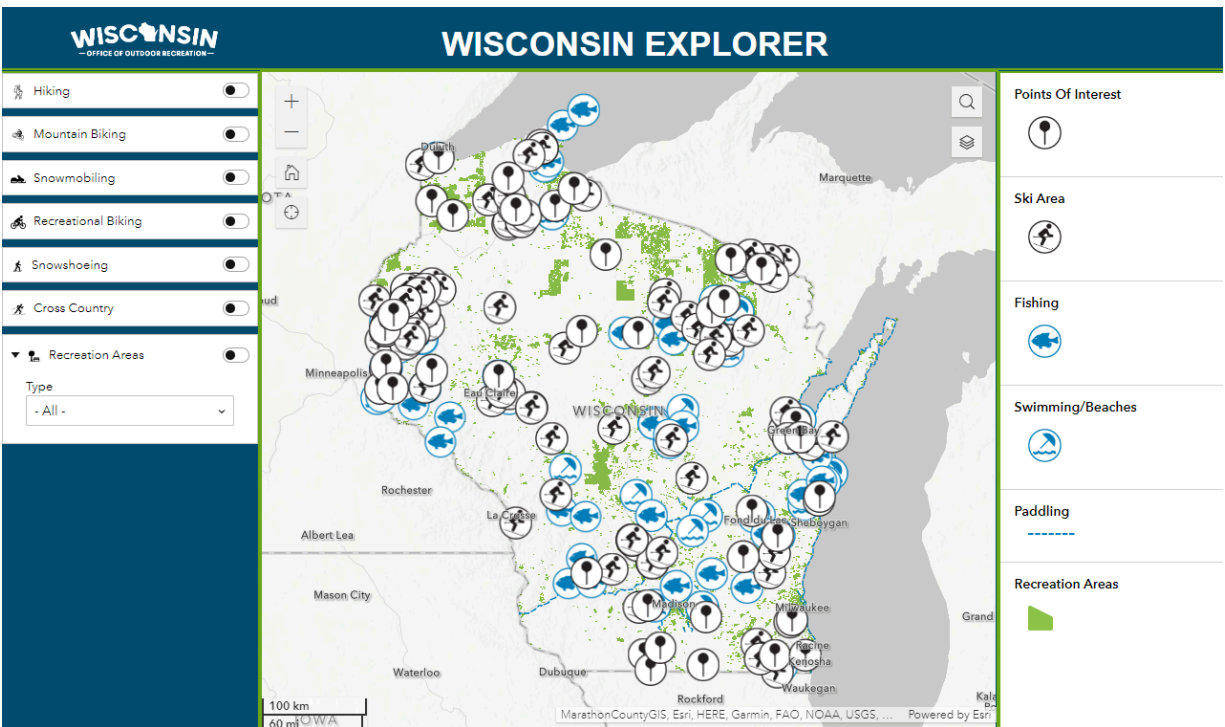
Launched in June 2023, the [Wisconsin Outdoor Recreation Inventory](#) is the only central location where the state's outdoor recreation sites are comprehensively available and accessible to the public. The Wisconsin Explorer Tool, also launched in June 2023, allows businesses, organizations and communities to explore and interact with the data, including downloading files for free. This summer, we'll be looking for your help to grow and enhance the Inventory.

The Wisconsin Office of Outdoor Recreation (Office) set forth this visionary project to create a single, comprehensive inventory of the state's outdoor recreation sites accessible to the public. Historically, information and maps for trails, beaches, boat ramps, fishing piers and all kinds of outdoor recreation has existed in various places, typically hosted on agency websites (state, county, municipality, etc.) or in crowd-sourced, activity-specific apps.

As part of the work to increase awareness of Wisconsin as an outdoor recreation destination, the Wisconsin Outdoor Recreation Inventory is a foundational resource that can be leveraged to promote a region's outdoor opportunities or examined to identify infrastructure priorities.

Collecting this massive amount of data from hundreds of different sources has been no small feat. To date, the Office, working with our ArcGIS partner Esri, has populated the inventory with over 50,000 geographic information systems (GIS) files for 12 key outdoor recreation categories from more than 100 partners, which is available to access via the Wisconsin Explorer Tool.

To explore the data currently available in the Wisconsin Outdoor Recreation Inventory, browse the Wisconsin Explorer Tool on our [website](#). There, you will also find more information on how to launch the full application, search data and download files. The Office invites you to explore these tools and then leave your feedback through [an online survey](#). Your feedback will help the Office enhance this site.



As additional data is shared, the number of outdoor recreation categories and the size of the overall inventory will continue to grow. Your help, though, is needed to expand this inventory and help tailor its usefulness.

This summer, the Office will reach out to partners with a request to update their existing information and request any additional new data. Organizations with data to add can also take advantage of this update cycle to contribute new data points and shape files. Watch for that data request this summer.

To prepare for a data update, or if you think you have data, here are some steps you can take:

1. Review the [Wisconsin Explorer Tool](#) to verify that what is online matches what's on the ground in your community.
2. If assets are missing or look like they need to be updated, reach out to data managers\* in your area to see if they have the missing data.
3. Have a conversation with data managers\* in your area about what needs to be on the map and who the main point of contact will be.
4. Watch for the May *Wisconsin Outside* with details about how to submit your data.

*\*This may look different from town to town or county to county. If you're unsure, try reaching out to a city or county planning or GIS office, regional planning organization or recreation user groups.*

### **Putting Your Outdoor Recreation Destination On The Map**

Last month, the Office spotlighted the Wisconsin Outdoor Recreation Inventory and Explorer Tool at the Wisconsin Governor's Conference on Tourism. Presented by Esri's

Mike Bialousz, *Digital Cartography: Putting Your Outdoor Recreation Destination On the Map*, walked through the basics of using GIS for outdoor recreation and Wisconsin's Outdoor Recreation Inventory and Explorer Tool. If you missed the session or if you attended but want to review what you learned, view the slides by [clicking here](#). Don't forget to explore the [Wisconsin Outdoor Recreation Inventory and Explorer Tool](#) and please [leave your feedback](#) to help us improve this tool.



## 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 this month's industry highlights:



**Nonprofit:** [Wisconsin Women Fish](#)

- A fishing club by women, for women created to help women become more active in the sport of fishing. Wisconsin Women Fish hosts fishing events, private lessons, classes and clinics and provides mentorship and socializing opportunities.



**Manufacturer:** [1UP USA](#)

- Based in Dickeyville, 1UP USA manufactures bike racks, roof racks, hitches and other equipment for transporting bicycles and other vehicle cargo carriers.



**Guides, Tours, Rentals:** [Devil's Lake Climbing Guides](#)

- Devil's Lake Climbing Guides is a local guide service offering rock climbing and bouldering courses, trips, camps and guided tours at Devil's Lake State Park.



**Retailer:** [Outdoor Ventures Hayward](#)

- Located on Main Street in Hayward and online, Outdoor Ventures offers outdoor apparel and outerwear, dog gear, footwear, Birkebeiner art and gear for winter and water sports.



**Destinations:** [Spooner Area Chamber of Commerce](#)

- The Spooner Area Chamber of Commerce provides information on a variety of activities to enjoy while visiting this Washburn County destination, including ATV/UTV sites, hiking and wildlife viewing opportunities, mountain and fat tire biking, horseback riding, golfing, winter sports and water recreation.

*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.*

---

## **Register Today for Hands-On Learning at the Healthy Communities Summit**

Get ready for the Wisconsin Healthy Communities Summit later this month! This one-day summit is a great opportunity to learn, connect and get inspired in building healthier, more active, more resilient communities.

The summit, happening April 29 at the UW-Madison Memorial Union, will be a jam-packed day of sessions, speakers and roundtables designed to share successes, teach and offer insight into how to get your outdoor rec project moving. Whether you're a business owner, trail enthusiast, active transportation commuter, educator, health professional, all-around health nut or anywhere in between, this summit has something for you.

[Find a full list of sessions and speakers online](#). Register today to reserve your spot! Registration includes a light breakfast, lunch and a networking happy hour immediately following programming. Featured speakers include [Jessie Singer](#), journalist and expert in bike ped injury prevention and traffic safety, pedestrian dignity advocate Jonathon Stalls, Wisconsin Representative Francesca Hong and Department of Tourism Secretary Anne Sayers.

Sessions are organized by three tracks: Changemaker Inspiration, Education Empowerment and Trail Development Toolbox. Topics covered throughout the day include Safe Routes to School, building coalitions, advocating for trails, trail building education, Cycling Without Age and much more. This year's summit includes an afternoon "super session," a two-hour workshop block designed to provide hands-on, in-depth learning. Read more about the afternoon workshops below.

### **Changemaker Inspiration from Pedestrian Advocate Jonathon Stalls**

*Pedestrian Dignity Audit Training and Walkshop* features special guest [Jonathon Stalls](#), a pedestrian dignity advocate and professional walk auditor. In this session, learn the why, what and how of walk audits. Then, head outside to the UW-Madison campus for an on-site location-based audit using AARP Walk Audit worksheets. Throughout the training and walkshop,

participants will center the lived experience of people who walk, use mobility devices and take transit as their primary transportation. Learn strategies for how to maximize your walk/roll audits to effect local, regional and statewide change. Attendance in this session is capped, so register early to secure your spot.

### **Education Empowerment: Learn How to Host a Bike Rodeo**

Take your learning to the pavement with the *Rodeo Round-up on State Street*. This session will provide participants with on-bike learning to build and practice the skills needed to lead a “bike rodeo,” which is an educational bicycling safety program for kids. Based on the Bike Fed’s Teaching Safe Bicycling curriculum, this clinic is a powerful tool for better understanding the differences between children and adults as cyclists. This session covers the stations of a bike rodeo like helmet fit, the ABC safety check, scanning and signaling, navigating on-road hazards and riding around traffic. Attendance in this session is capped, so register early to secure your spot.

### **Ask the Experts to Expand Your Trail Development Toolbox**

Visit with experts from all phases of the [WiBike Community Toolkit](#) for developing new trails in this *WiBike Community Toolkit: Ask the Experts* session. While trails are widely recognized as great places for transportation and recreation, they’re also critical economic drivers. Learn how to harness people power to leverage the economic power of your local trail.

Speakers will be available for small group discussion covering topics like forming a team, funding, trail planning and design, trail maintenance and promoting your trail. Participants will have time to move between each station. It’s like speed-dating, but for trailbuilders! Bring your burning trail development questions and get expert advice.

Find a full list of experts on [our website](#). Confirmed organizations include:

- American Trails
  - Dane County Parks
  - Egg Harbor Trails Initiative
  - Gathering Waters
  - Great Headwaters Trails Foundation
  - Great Sauk State Trail
  - Heart of Vilas Trail
  - Ice Age Trail Alliance
  - International Mountain Biking Association
  - National Park Service
  - National Interscholastic Cycling Association (NICA)
  - ORA Trails
  - Rails to Trails Conservancy
  - Travel Wisconsin
  - Wisconsin DNR
  - Wisconsin Horse Council
  - ...and more!
-

# Look Forward Leverages Wisconsin's Outdoors

There's a reason Wisconsin Economic Development Corporation's (WEDC) new campaign, [Look Forward Wisconsin](#), capitalizes on outdoor recreation. Wisconsin boasts a \$9.8 billion outdoor recreation industry, is home to big brands in outdoor recreation and offers abundant places for all our favorite activities: hiking, biking, fishing, hunting, climbing, camping and so much more. We also know there's room to grow. With Look Forward Wisconsin, WEDC provides even more information about life in Wisconsin for prospective residents. An online form allows prospective residents to connect with helpful insiders for all the info they need to make their move to Wisconsin. Paired with the Office's [Live + Work Where You Play Toolkit](#), these two resources provide employers and prospective residents with all the reasons they need to move to Wisconsin – and that's just on paper! Once folks experience life in Wisconsin, they realize how great it is to be here.

---

## INDUSTRY & COMMUNITY NEWS

### **Save the Date: Celebrate Trails Day is April 27**

Join the Rails to Trails Conservancy and people across the country in celebrating America's amazing trails on Saturday, April 27. Held annually, Celebrate Trails Day is more than a day outside. It's an opportunity to enjoy local trails while growing awareness and appreciation for the ways that trails make a difference in our lives and communities. [Learn more about participating.](#)

### ***Untapped Potential: Leveraging Local Partnerships to Elevate the Camping Experience***

The March 2024 edition of MC Hospitality Highlights focuses on two separate yet related topics: campgrounds collaborating with other local businesses and experts and creating camping demand based on collaborations, or gaps in local offerings. [Read the report here.](#)

### **Take the American Hiking Society hiker survey**

The American Hiking Society is collecting feedback on who is hiking America's trails. [Take the survey here.](#)

### **North American Trail Sector Survey seeks responses from trail professionals and volunteers**

If you manage, build, maintain, or plan trails, please take this important survey. Results will inform the trail community across North America about the current health of trails, trail systems and trail organizations, identify pressure points and obstacles for growth and arm advocates with the data they need to make the case for trails in their region. [Take the survey here.](#)

---

## RESOURCES

### **Webinar: Applying for Disaster Assistance Due to Lack of Snow on April 4**

Small businesses nonprofit organizations in 65 of Wisconsin's 72 counties affected by lack of precipitation this winter now have until July 31, 2024, to apply for assistance from the U.S. Small



Business Administration (SBA). Hosted by the Wisconsin SBDC Network, SBA representatives will share how to apply and how to use the loan proceeds. [Learn more and register.](#)

### **Project Management for Effective Planning and Design Results**

Presented by the Society of Outdoor Recreation Professionals, this April 3 presentation will outline best practices to keep campground projects on budget and on schedule. [Learn more here.](#)

### **Outdoor Workforce Expert Series Begins April 4**

Learn how to dive in as a recreation entrepreneur and get expert advice for new and emerging entrepreneurs in the outdoor industry. Hosted by the Outdoor Recreation Roundtable and Together Outdoors. [Learn more.](#)

### **Adaptive Trail Mobility Equipment and Programming 101 Webinar**

Learn more about adaptive trail equipment and adaptive recreation programming in this American Trails: Advancing Trails webinar on April 11, as well as funding resources that can help facilitate equipment purchases and programming. [Register here.](#)

### **Virtual Inclusive Summit is April 24**

The Association of Outdoor Recreation & Education and DEI Outdoors are hosting a one-day summit to provide attendees with a wider recognition of exclusionary practices within outdoor recreation and education and to help them gain better understanding of how they can actively work to make change as leaders in the industry. [Learn more.](#)

### **Free American Trails: Advancing Trails webinar April 25**

*Community Driven: How Engagement Guides the Vision and Planning of a Community Wide Trail Network* explores best practices to better equip professionals and community members toward creating vibrant, inclusive and sustainable communities through trail development. [Learn more here.](#)

### **Registration open for Wisconsin Connecting Entrepreneurial Communities Conference**

Register today for this inaugural conference May 30 - 31 bringing together business leaders, economic development professionals, local leaders, and community champions in Platteville for two days of programming about strategies for supporting entrepreneurship in Wisconsin's small towns. [Learn more here.](#)

### **Apply by June 17 for the Active Transportation Infrastructure Investment Program (ATIIP)**

Administered by the Federal Highway Administration (FHWA), this program strategically invests in projects that connect active transportation networks and spines, accelerating local and regional plans to create safe and convenient walking and biking routes to everyday destinations, and to fill gaps between communities. Eligible project sponsors or applicants include local or regional governmental organizations and tribal governments. [Learn more.](#)

---

## **JOB LISTINGS**

### **Friends of Devil's Lake State Park Executive Director**

Be the first Executive Director of the Friends group supporting Wisconsin's most-visited state park. [Applications due April 7.](#)

### Director of Lakeshore Nature Preserve

Application period closes April 17 for full-time position at UW-Madison campus. [Apply online.](#)

### Wheel and Sprocket positions available across the state

Retail sales, service and office positions available at various locations. [Learn more.](#)

### Madison golf courses now hiring

City of Madison Parks is hiring for a year-round, full-time Golf Clubhouse Supervisor, plus seasonal assistant golf pros, greenskeepers, food and beverage servers, attendants and more. [Apply online.](#)

### Wisconsin DNR Hiring Seasonal and Year-Round Positions

Opportunities available for office positions and at state parks, forests and recreation areas. [Learn more.](#)

### Birch Trail Camp for Girls

Wilderness Trip Leaders needed to guide basic camping, backpacking, canoeing and more. [Learn more.](#)

*This is a new feature for Wisconsin Outside. If you have an outdoor recreation job posting you'd like us to include, please send a link to the posting to [orec@travelwisconsin.com](mailto:orec@travelwisconsin.com).*

## EVENTS

Various	<a href="#">Work*Play*Earth Day @ State Parks</a>	Various
Thurs April 4, 6, 7	<a href="#">Learn to Hunt Turkeys</a>	Monfort
Sun April 7	<a href="#">Trailbreaker Marathon</a>	Waukesha
Sat April 13	<a href="#">Geneva Lakes Bike &amp; Outdoor Gear Swap</a>	Lake Geneva
Thurs - Sun April 18 - 21	<a href="#">Ice Age Trail Alliance Annual Conference</a>	Baraboo
Sun April 21	<a href="#">Whiskey River Annual Walleye Challenge Qualifier</a>	Necedah
Mon - Fri April 22 - 26	<a href="#">Run for the Trees Virtual 5k</a>	Statewide
Fri April 26	<a href="#">Trailtessa: Be A Twilight Explorer</a>	Two Rivers
Sat April 27	<a href="#">Ramp Romp Ride @ Embark Maple Farm</a>	Cashton
Mon April 29	<a href="#">Wisconsin Healthy Communities Summit</a>	Madison

*Add your events to [TravelWisconsin.com](http://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](mailto:orec@travelwisconsin.com) to your email distribution lists. A few selected events are highlighted here each month.*

