

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



A Note from the Director


Spending many summers in the Minocqua and Boulder Junction area, my connection to the water runs deep. The cool glistening surface is inviting for paddleboarding, swimming, fishing and more. On those magical days when the sun shines brightly and the heat climbs, it calls to us to jump in to feel the relief, wash our worries away, and just have fun.

Events over the last few months, navigating a pandemic and social unrest, have been tough for all of us – as individuals, small businesses, manufacturers, nonprofits, governments. As we balance the desire to dive into some cool and refreshing water, we remain committed to the hard work necessary in the outdoors to realize enduring solutions.

Through our process of listening to stakeholders, the Office of Outdoor Recreation is prepared and eager to work on their behalf to uplift the industry and its partners for the economic and overall well-being of Wisconsin and its residents. The central tenets of invite, connect, thrive, and protect will guide our work aligning partners to address economic recovery and development, access, education and inclusion in the outdoors, the health and wellness benefits of outdoor recreation, and care for our natural places.

The recent increase in participation in outdoor activities, especially from new participants, not only reaffirms our belief in the value of outdoor recreation, but it also provides our industry with an opportunity: to welcome and cultivate a new group of life-long outdoorists.

The ideas shared and put forth from stakeholders through meetings, surveys, and impromptu conversations express the enthusiasm among our industry for this work, and we are ready to jump right in with you.



Mary Monroe Brown
Director, Office of Outdoor Recreation

This edition of Wisconsin Outside is the third 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 message or [subscribing here](#). You may also update your subscription preferences [here](#).

The Water is Calling

Boating and fishing in Wisconsin have long been favorite summer past-times. But they also make for big economic impact. Recreational boating provides a [\\$4 billion](#) boost to the state's economy, and anglers add another nearly [\\$1.5 billion in consumer spending](#) while fishing here in Wisconsin. Many of those anglers come from out of state (Wisconsin consistently [ranks in the top 5 states](#) for non-resident fishing license sales), infusing new money into local communities.

While this year hasn't seen the large number of out-of-state anglers, in-state resident sales through May are up 20% over last year according to the Department of Natural Resources. The increase has been good for local shops who supply equipment like rods and reels, lures, and bait, but it has also been challenging to keep a variety of options in stock resulting from a slower than usual supply chain due to the pandemic.



A 30-second PSA from Discover Boating and Take Me Fishing invites the public to experience boating and fishing this summer.

Nevertheless, Wisconsin's wide-open and watery landscape provides an open invitation for boaters, paddlers, and anglers alike. In a new national campaign, [Discover Boating](#) and [Take Me Fishing](#) are collaborating to let everyone know #TheWaterIsOpen and it's easier than ever to "Get On Board." The campaign's information page highlights boat rentals and boat sharing services as affordable ways to get on the water and "experience the restorative power of boating and fishing." Watch the video and find resources in the toolkit [here](#).

Partnerships Keep It Clean

Keeping Wisconsin's rivers and lakes clean and inviting takes a real team approach. Innovative programs with broad partnerships work to encourage water recreationalists to join the effort.

Programs like [Clean Boats Clean Waters](#) aim to attack the spread of aquatic invasive species. A partnership of the Wisconsin Department of Natural Resources and UW-Extension trains and coordinates volunteers and staff to perform watercraft inspections at boat landings and educate boaters on the threat these aquatic hitchhikers impose. Since 2016, nearly 150,000 boats per year have been inspected. Volunteers inspect the watercraft, report any invasives found, and provide educational literature about invasives and how boaters can help prevent their spread.

A similar [program](#) by the [Door County Soil and Water Conservation District](#) employed the use of recently installed electronic boat-cleaning units at the County's two most popular boat landings. The stations provide hoses, brushes, and other tools and are a visual reminder to boaters of the law requiring them to inspect and

remove any plant or animal material from their boats and drain any water. Having the units on-site for boaters to act in the moment is effective.



Apostle Islands Marina in Bayfield is one of 21 clean marinas in Wisconsin. Another 14 are working toward the certification.

Engaging marinas in the quest for healthy waters, the [Wisconsin Clean Marina Program](#) certifies operations that implement practices to prevent and reduce pollution. The program, administered by the Wisconsin Marine Association, is a robust partnership of Wisconsin Coastal Management Program, University of Wisconsin Sea Grant Institute, University of Wisconsin – Extension, Wisconsin Department of Natural Resources – Office of Great Lakes, and the U.S. Coast Guard.

With engagement on all levels and support from partnerships across the board, Wisconsin’s waters are in good hands. To learn more about any of the programs mentioned, just click the links included above.

Industry & Community News

Destination Madison & Area Partners Launch “Explore Outdoors” Campaign

Joining forces with Fitchburg, Middleton, Verona, and Sun Prairie, Madison launches a new marketing campaign promoting the urban outdoors and local businesses. The group was a recipient of a [Tourism JEM grant](#). [Read the article](#).

CAMBA Receives Major Award from U.S. Forest Service Awarded by the Eastern Region, the Enduring Service Award recognizes the 27-year partnership of CAMBA with the Chequamegon-Nicolet National Forest. [Learn more](#).

State Parks & National Forests Begin Re-Opening Campgrounds While roads and trails have been open, the U.S. Forest Service has been working to re-open

campgrounds and other recreational facilities. For a list of what's open, [view their website](#). On June 10, state parks re-opened their campgrounds ([see the press release](#)), but overcrowding is still triggering temporary capacity closures, and the WI DNR encourages visitors to explore lesser known, hidden gems. [Read the article](#).

Wisconsin Department of Tourism Seeks a Multimedia Designer The Department of Tourism is hiring. Join a team of talented individuals dedicated to showcasing all Wisconsin has to offer. Deadline to apply is July 6. [View the position details](#).

Events

Trek Century Challenge | July 1 – July 30 A virtual challenge for cyclists around the globe with 100, 500, 1,000-mile categories for all abilities to earn rewards. [Learn more and register](#).

Wisconsin's Secret Waterfall Film Virtual Premiere | July 9 Discover Breakwater Falls in this 9-minute film followed by a live Q&A session with the creator, John Roberts. [Learn more and register](#).

Outdoor Retailer Goes Virtual | July 21 - 23 After canceling its summer market, Outdoor Retailer announces new dates and a move to an online platform. [Read the article](#).

Resources

Guidance for Community & Service Providers The Wisconsin Department of Health Services has shared guidance for several different operations including pools, beaches, campgrounds, community gardens, farmers markets and more. [View the information](#).

Adventure Travel Guidance for Destinations & Operators The Adventure Travel Trade Association, consulting with the Cleveland Clinic, has created robust guidance for the industry overall as well as for trekking, cycling, and rafting, with seven more activities to be created by the end of July. [Download the free guides here](#).

Outdoors COVID-19 Communications Toolkit Tools to help encourage and educate communities around getting outside and recreating safely by following new health recommendations. [Access the toolkit here](#).

Header image courtesy of [Discover Boating](#).

The Wisconsin Office of Outdoor Recreation is housed within the Wisconsin Department of Tourism.



Wisconsin Department of Tourism | 201 W Washington Ave | Madison, WI 53703 | [1-800-432-8747](tel:1-800-432-8747)