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WISCONSIN OUTSIDE | November 2021

A Note from the Director

As we approach Thanksgiving and the holiday season, we enjoy gathering with loved ones and reflecting on what we appreciate. This year, it seems more people will add the outdoors to this list of things they are grateful for whether it's getting outdoors together to hunt or walk off a satisfying turkey meal.

We've seen more people experience the many benefits the outdoors provides in the past year and a half. The high numbers of people getting outside remains inspiring. Even people who have already professed their love for the outdoors, like [Nick Offerman](#), began to see the natural world with a whole new appreciation.

In his new book, [Where the Deer and Antelope Play](#), Offerman reflects on his outdoor experiences and discusses some of the challenges of our time, all with a healthy dose of

humor. Noting observations of plants and wildlife or a joke had between friends, he reminds us how we are all part of the same system with the ability to lift each other up.

These experiences in the outdoors and the benefits they provide are also influential factors in determining where businesses choose to locate, and residents choose to work and play. One element to growing Wisconsin's outdoor industry is ensuring these experiences are positive and welcoming for all. Next time we pass each other on the trail or meet at the trailhead, take a moment to say "hi."

Encouraging a mentality of #AdventureWithCare and #BeTrailKind (more on the latter hashtag in the story below) will help grow responsible, respectful outdoorists who will join the ranks adding the outdoors to their list of things they care about. This community helps welcome new outdoorists, helps workers feel comfortable when relocating to Wisconsin, and encourages economic development in our sector. Your efforts help to strengthen our growing outdoor recreation industry.

Wishing you a wonderful fall and hunting season.

Happy Thanksgiving,



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.

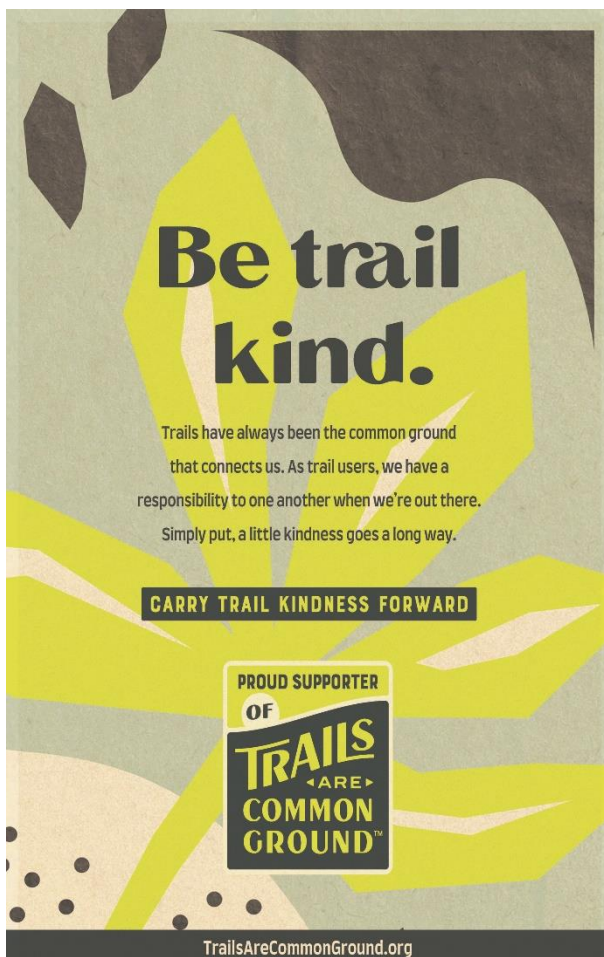
Wisconsin Outside is a monthly newsletter from the Wisconsin Office of Outdoor Recreation. Please share it with friends or colleagues with a vested interest in Wisconsin's outdoor recreation industry by forwarding this email or [subscribing here](#).

Connected by Trails

In 2020, Wisconsin State Parks welcomed over 21 million visitors, nearly 4 million more than the previous year, an increase of more than 22 percent. On some peak days, several

popular parks implemented capacity closures to help ensure the safety of visitors. Local and regional trails were evidently more crowded, too. Unfortunately, one municipality was able to measure the increase in traffic by the increase in garbage collection required at the trailhead.

This year, State Park attendance is on pace to top 2020 as the trend continues. Trails are more crowded than ever and blossoming with diversity – of users and activities. A national coalition formed over their common love for trails to create [Trails are Common Ground](#), a new campaign that aims to create and promote trails as places of respect, inclusivity, safety, and enjoyment to ensure positive experiences every time for everyone.



The campaign, born out of a mutual respect for all trail users and the common enjoyment experienced when out on the trail, was fostered by the International Mountain Bike Association (IMBA). IMBA has been designing singletrack trail systems for communities for more than 30 years and recognized the potential of re-energizing a trail ethics campaign.

David Wiens, Executive Director of IMBA, explains, “The campaign is designed to remind experienced users to exemplify trail etiquette and inclusivity and introduce new users to our personal and collective responsibility outdoors. It’s an ethos that every individual is free to embrace in the way that works for them.”

Over the course of several months and in cooperation with dozens of organizations, Trails are Common Ground was created and initiated to provide the tools for groups, businesses, and individuals to promote positive trail experiences no matter how you choose to get outdoors.

To learn more about the campaign and toolkit, [register](#) for our upcoming webinar or visit the [website](#).

NEW Webinar: Creating Welcoming, Enjoyable Trails for All

Discover ways and resources to promote positive trail experiences. Hear from the national coalition behind [Trails are Common Ground](#) whose goal is to create a respectful, inclusive, safe, and enjoyable environment every time anyone steps, rides, or rolls onto the trail. Then hear from local groups who weave trail etiquette into their education and programs.

Thursday, December 2

[Register](#)

Webinar Panelists:

Dave Wiens, Executive Director, International Mountain Biking Association

Melanie Radzicki McManus, Hiker and Author, *Thousand-Miler*

Kricket Jewett, Chair Trails Committee, Wisconsin Horse Council

Christopher Kilgour, Founder, Color in the Outdoors

Alex Bub, Coach, Wisconsin Off Road Adventures

Brigit Brown, Natural Resources Program Manager, Wisconsin Department of Natural Resources

Moderated by Wisconsin Office of Outdoor Recreation Director Mary Monroe Brown, the webinar will be recorded and released on December 2.

Welcome Kara



Kara Henderlight joins the Wisconsin Office of Outdoor Recreation as the new Technical Program and Partnership Specialist. She adds a wealth of skills and expertise to the team having earned a Master's degree in Environmental Conservation from UW-Madison's Nelson Institute and having previously served as the Communications and Data Visualization Associate for the Rock River Coalition. Kara enjoys baking and cooking delicious vegan food, working towards her Master Gardener certificate while gardening in her community plot, doing crossword puzzles, and traveling.

She also actively works to advocate on behalf of the National Spasmodic Dysphonia Association, an organization important to her as she lives with Spasmodic Dysphonia, a neurological voice disorder. Kara looks forward to being able to utilize her passion and experiences to encourage the continued enjoyment of our great outdoors, with an emphasis on diversity, accessibility, and inclusion.

Industry & Community News

Dane, Sauk Counties Fund Planning for Trail Bridge Across Wisconsin River

A total of \$4 million was pledged by Dane and Sauk counties to help leverage federal funding to build a pedestrian bridge across the Wisconsin River connecting the Madison area to Devil's Lake State Park on the Great Sauk State Trail. [Read the story.](#)

Wisconsin Communities Win Two of Eight Accelerator Grants from IMBA

The International Mountain Biking Association (IMBA) announced eight Accelerator Grant awardees for 2021 that include trail projects in Dodgeville and Ashland. [Learn more.](#)

Trek Releases Sustainability Report, A First Among Major Bike Companies

After analyzing a year's worth of data to fully understand the company's carbon emissions, Trek shared the results and a 10-step commitment to reducing its footprint. [Read the story](#) here or [view the full report.](#)

Two Outdoor Recreation Companies Locate, Expand in Wisconsin

Grand Craft Boats moves its custom boat manufacturing from Holland, MI to Genoa City near Lake Geneva. [Ready the story.](#) In Ladysmith, Henry Repeating Arms, a firearms manufacturer, plans to add an 84,000 square-foot facility and employ 100 more people within the next three years. [Read the story.](#)

Dorel Industries Sells Dorel Sports Segment to Pon Holdings

Dorel Industries agreed to sell its bicycle portfolio which includes Cannondale, Schwinn, Pacific Cycle, Mongoose, and others. The sale is expected to close the end of the first quarter of 2022. [Read the story.](#)

Events

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

Recreational Tree Climbing | November 14 | Waukesha

Climb into the canopy of mature trees in Woodfield Park with instruction from a climbing adventure guide. No experience necessary; ages 7 and up. [Learn more and register.](#)

2021 National Outdoor Recreation Conference | November 8 – 10 | Virtual

In these pivotal times for outdoor recreation, the Society of Outdoor Recreation Professionals (SORP) presents the conference theme, “Outdoor Recreation: From Resilience to Transformation.” [Learn more and register.](#)

Resources

#AdventureWithCare Poster for Land Managers, Communities

The Office of Outdoor Recreation developed free poster to provide consistent messaging to encourage responsible behaviors in the outdoors that care for both the land and people. The poster includes the Seven Principles of Leave No Trace and addresses actions that support local communities, honor cultures and traditions, and create a welcoming environment for all. [Get the poster.](#)

Apply for EPA’s Recreation Economy for Rural Communities

The competitive program provides planning assistance to revitalize a Main Street or neighborhood through development of the local recreation economy. Deadline to apply is November 22 at 10:59 pm CST. [Learn more.](#)

Hunting Season Safety Reminders & Resources for Hunters & Trail Users

From wearing blaze orange to knowing hunting season dates and which lands are open for hunting, the Ice Age Trail Alliance provides a wealth of resources for all types of trail users. Scan the FAQs, view maps, link to DNR information. [View the resources.](#)

New Outdoor Guide Training & Certification Program Offered Online for Free

The Guide & Outfitter Recognized Professional (GORP) training program is tailored for Wisconsin and offered by Wisconsin Sea Grant in conjunction with Oregon Sea Grant. The free online program begins as early as November 1 and must be completed by December 8, 2021. Courses in 2022 are expected to have a fee. [Learn more and register.](#)

The Wisconsin Office of Outdoor Recreation is part of the
Wisconsin Department of Tourism



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