

**OFFICE OF
OUTDOOR
RECREATION**



THE OUTDOORS IS ALWAYS A TOP REASON FOR VISITING WISCONSIN.

**Longwoods International (2016, 2017, 2018, 2019, 2020).*

Gear manufacturer designed and built the equipment.

Graphic artists created tourism ad that inspired the family outing.

Local restaurant provided sustenance and an ice cream cone on the way home.

Main street retailer fitted and sold the equipment.



Software engineers developed a mapping app to guide the family's adventure.

Trail organization designed, built, and maintains the recreation area.

Local farmer and grocery store supplied snacks to fuel the outing.

THE DOLLAR GROWS WHEN RESIDENTS AND VISITORS RECREATE IN WISCONSIN.

OUTDOOR REC IS A MAJOR DRIVER OF WISCONSIN'S ECONOMY

- \$7.8 billion to state GDP
- Supports approx. 90,000 jobs
- 5th in nation for share of all jobs in outdoor recreation-related manufacturing







WHAT WE DO

MISSION:
**TO SUPPORT AND UPLIFT THE OUTDOOR
RECREATION INDUSTRY AND ITS PARTNERS FOR
THE ECONOMIC HEALTH AND OVERALL WELL-
BEING OF THE STATE AND ITS RESIDENTS.**

WISC**NSIN**
— OFFICE OF OUTDOOR RECREATION —

ALIGNING PARTNERS AROUND FOUR TENETS



Invite



Connect



Thrive



Sustain

**WE
STRENGTHEN
THE
INDUSTRY
NETWORK**



VALUABLE RESOURCES & CONNECTIONS

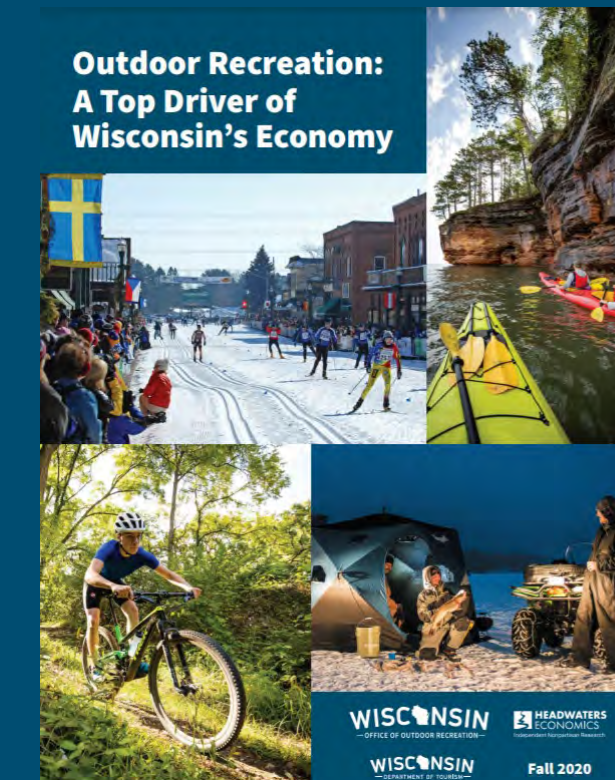
Website & Business Directory

The screenshot shows the Wisconsin Outdoor Business Directory website. At the top, there is a navigation bar with the Wisconsin logo and the text "WISCONSIN OFFICE OF OUTDOOR RECREATION". Below this is a search bar for "Search Wisconsin Government". The main content area features a large background image of a lake with kayaks on the shore. A white box contains the text "Office of Outdoor Recreation > Outdoor Business Directory" and "Outdoor Business Directory". Below this, there is a paragraph explaining the directory's purpose and a "Search" section with a search bar and dropdown menus for "Business Category" and "Recreation". A table lists several businesses with columns for Name, City, County, Business/Organization Category, Recreation Category, and More Information.

Name	City	County	Business/Organization Category	Recreation Category	More Information
1000 Islands Environmental Center	Kaukauna		Conservation	Other	More Info
2 Rivers Bicycle & Outdoor	Fort Atkinson		Retailer or Rental	Biking	More Info
9 Mile Tavern and Canoe	Park Falls		Retailer or Rental	Paddling (canoe/kayak/stand-up)	More Info

outdoorrecreation.wi.gov

Research Library



Educational Webinars

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



Jessica (Wahl) Turner
Executive Director
Outdoor Recreation Roundtable



Hilary Markin
Northern Great Lakes Visitor Center Director
USFS, Chequamegon-Nicolet National Forest



Laurel Harkness
Executive Director
Society of Outdoor Recreation Professionals

Moderated by



Mary Monroe Brown
Director, Office of Outdoor Recreation
mmonroebrown@travelwisconsin.com



INDUSTRY RESPONSIVE TOOLKITS & MORE



WISCONSIN
office of
RURAL
PROSPERITY

WISCONSIN
—OFFICE OF OUTDOOR RECREATION—

Trip Enhancer Tips

Support Wisconsin's businesses, rural communities and outdoor industry when you travel and recreate outside. Here are tips for your next paddling adventure:

- ✓ Use Wisconsin-made gear
- ✓ Lunch where you launch
- ✓ Shop put-in & take-out communities



Look for this sticker to support Wisconsin businesses or scan the code



#AdventureWithCare

When we #AdventureWithCare, we respect and honor the people making our adventures possible and help preserve the places we discover for those who adventure after us.

in the COMMUNITY

Explore with Open Hearts

Be ready to learn something new.

Be Friendly to All

A smile and a hello go a long way.

Honor Local Cultures

Appreciate what shapes a community.

Buy Local

Support the businesses where you adventure.

Celebrate Sensibly

Make memories you want to remember.

#AdventureWithCare embraces the Leave No Trace Seven Principles and encourages care and respect for both land and people.

This message is supported by:

in the OUTDOORS

practice the Leave No Trace 7 Principles

Know Before You Go

Learn about the areas you plan to visit.

Stick to Trails

Avoid damaging trailside plants.

Trash Your Trash

Put litter in garbage bags and carry it home.

Leave It as You Find It

Leave plants and items so others can enjoy them.

Be Careful with Fire

Be sure it's safe and permitted to build a fire.

Keep Wildlife Wild

Observe wildlife from a distance.

Share Our Trails

Have fun and respect the experience of others too.

©Leave No Trace Center for Outdoor Ethics: www.LNT.org



The Path to Developing New Trails



A group of four women are walking along a wooden walkway in a lush, moss-covered forest. They are all looking upwards with expressions of awe and excitement. The woman in the foreground is pointing towards the sky. The scene is brightly lit, with sunlight filtering through the trees, creating a warm and vibrant atmosphere. The walkway is bordered by wooden railings, and the surrounding rock walls are heavily covered in green moss.

**WE RAISE
THE PROFILE**

WISCONSIN TRAIL REPORT

The screenshot shows the 'WISCONSIN TRAIL REPORT' web application. At the top, there is a navigation bar with the 'TRAVEL WISCONSIN' logo on the left, the title 'WISCONSIN TRAIL REPORT' in the center, and a 'Menu' icon on the right. Below the navigation bar, there are four tabs for trail conditions: 'Good' (selected), 'Fair', 'Poor', and 'Closed'. A left sidebar contains navigation icons for 'Biking', 'Hiking', 'Tools', and 'Photo Gallery'. The main content area on the left lists trail details for three trails: 'Bearskin - Hiawatha State Trail' (Status: Open, Condition: Good), 'Antigo Singletrack' (Status: Open, Condition: Good), and 'Baird Creek' (Status: Open, Condition: Fair). Each entry includes trail type, surface, and last updated date. The right side of the screen features a map of Wisconsin with county-level color coding corresponding to the condition tabs. Map controls include a 'Reset Map' button and zoom in/out buttons. City names like Duluth, Marquette, St. Cloud, Minneapolis, St. Paul, Rochester, Green Bay, Appleton, Manitowoc, Sheboygan, Lake Michigan, Milwaukee, Rockford, and Waterloo are visible on the map.

The screenshot shows the website for the Wisconsin Office of Outdoor Recreation. The top navigation bar includes the 'WISCONSIN.GOV' logo and the 'WISCONSIN OFFICE OF OUTDOOR RECREATION' logo. Below the navigation bar, there are two main sections: 'ABOUT US' and 'RESOURCES'. The 'RESOURCES' dropdown menu is open, listing several items: 'Business Directory', 'Research Library', 'Economic Impact Report', 'Educational Webinars', 'Outdoors COVID-19 Toolkit', and 'Wisconsin Trail Report'. The 'Wisconsin Trail Report' item is highlighted in a dark blue box. Below the navigation bar, there is a large heading 'Wisconsin Trail Report' and a sub-heading 'Office of Outdoor Recreation'. A paragraph of text below the heading reads: 'In a collaborative effort with Travel Wisconsin, the Office of Outdoor Recreation provides a tool for destinations and outdoorsists, the Wisconsin Trail Report'.

LEVERAGING MEDIA & INFLUENCERS

Girl of 10,000 Lakes



*“Shoutout to DSG Outerwear - yet **another fabulous Wisconsin company** that designs functional fishing clothes for women by women. Their UPF 50+ gear came in clutch on a very sunny afternoon on the fishing float.”*

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