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Association
of WISCONSIN
SNOWMOBILE
CLUBS





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Snowmobile Topics

AWSC Spring Convention 2026

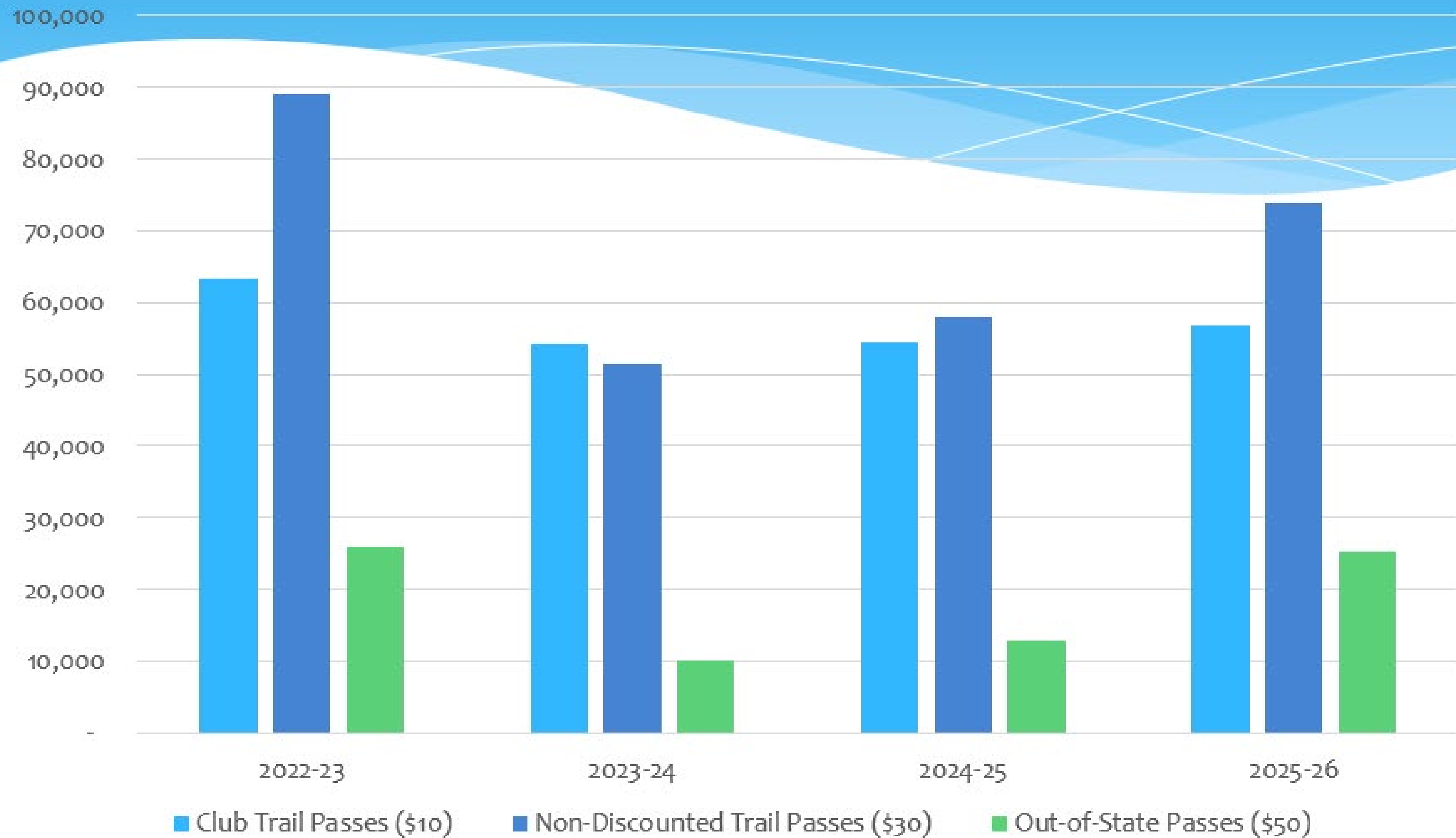
Jillian Steffes – DNR

Snowmobile Grant Program Manager

March 28, 2026

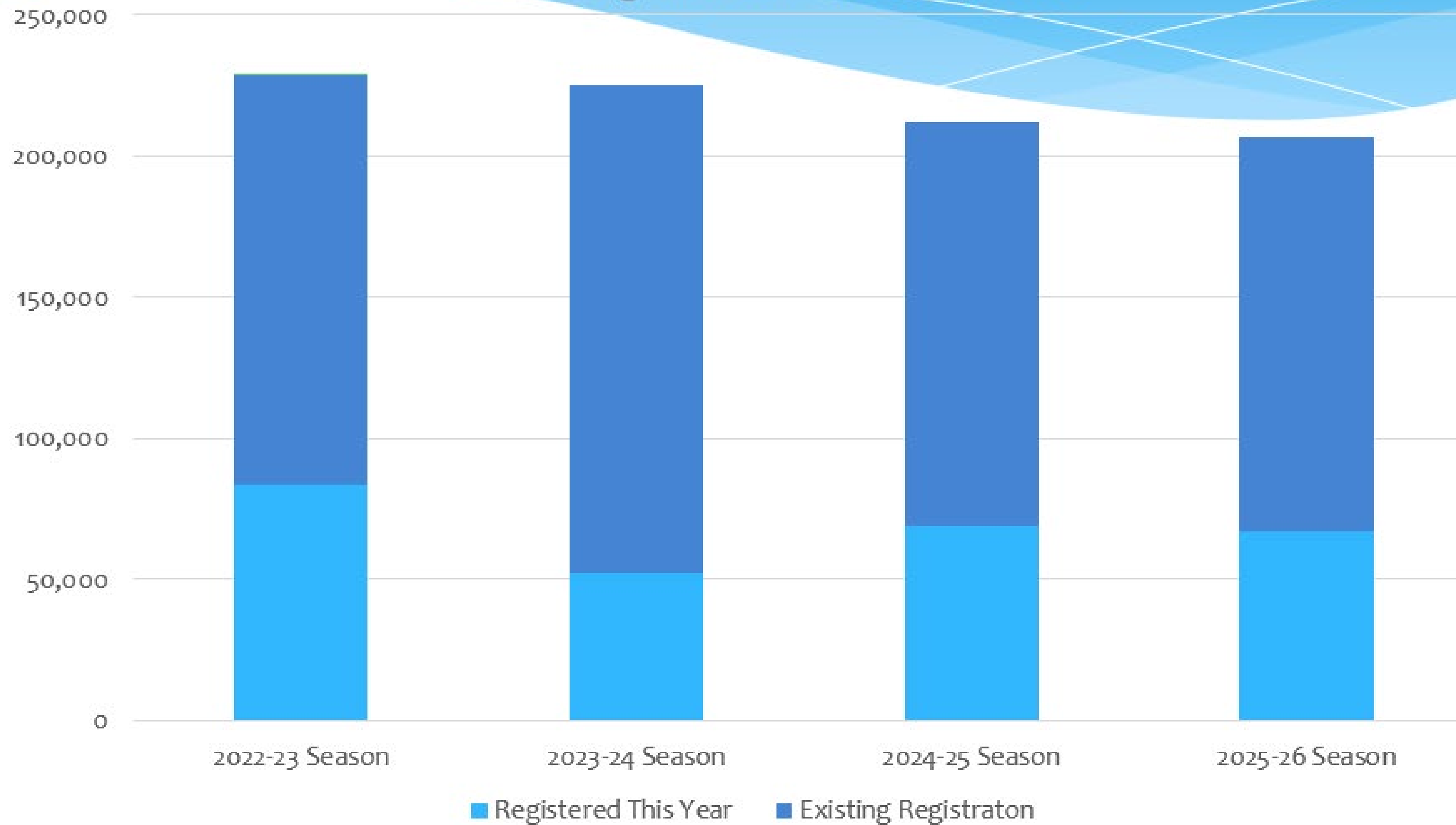
Jillian.Steffes@wisconsin.gov

Trail Pass History



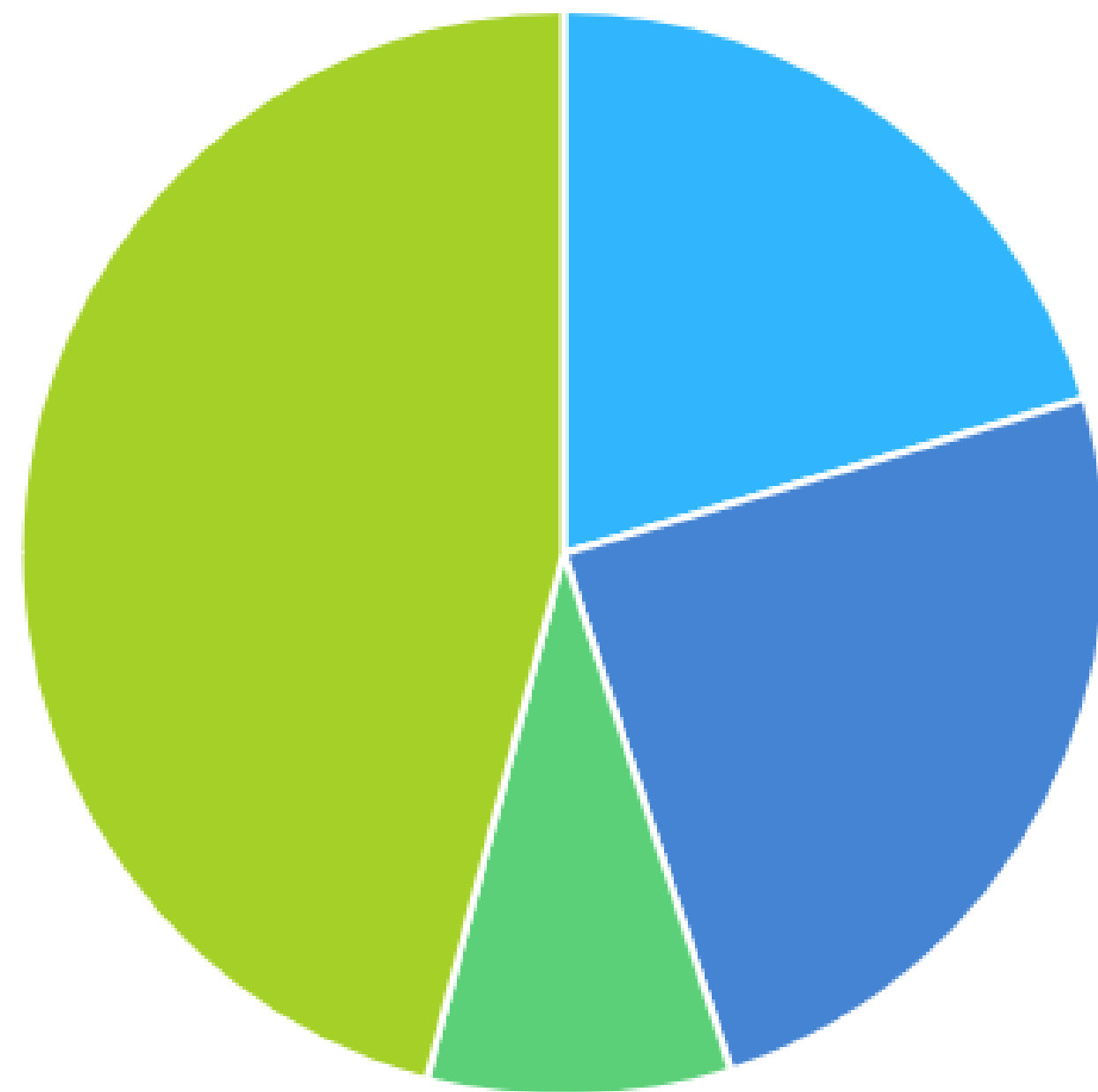
Vehicle Registration

Registration Valid for 3 Years



Revenue to the Program

* Annual Revenue = \$10 to \$12 million



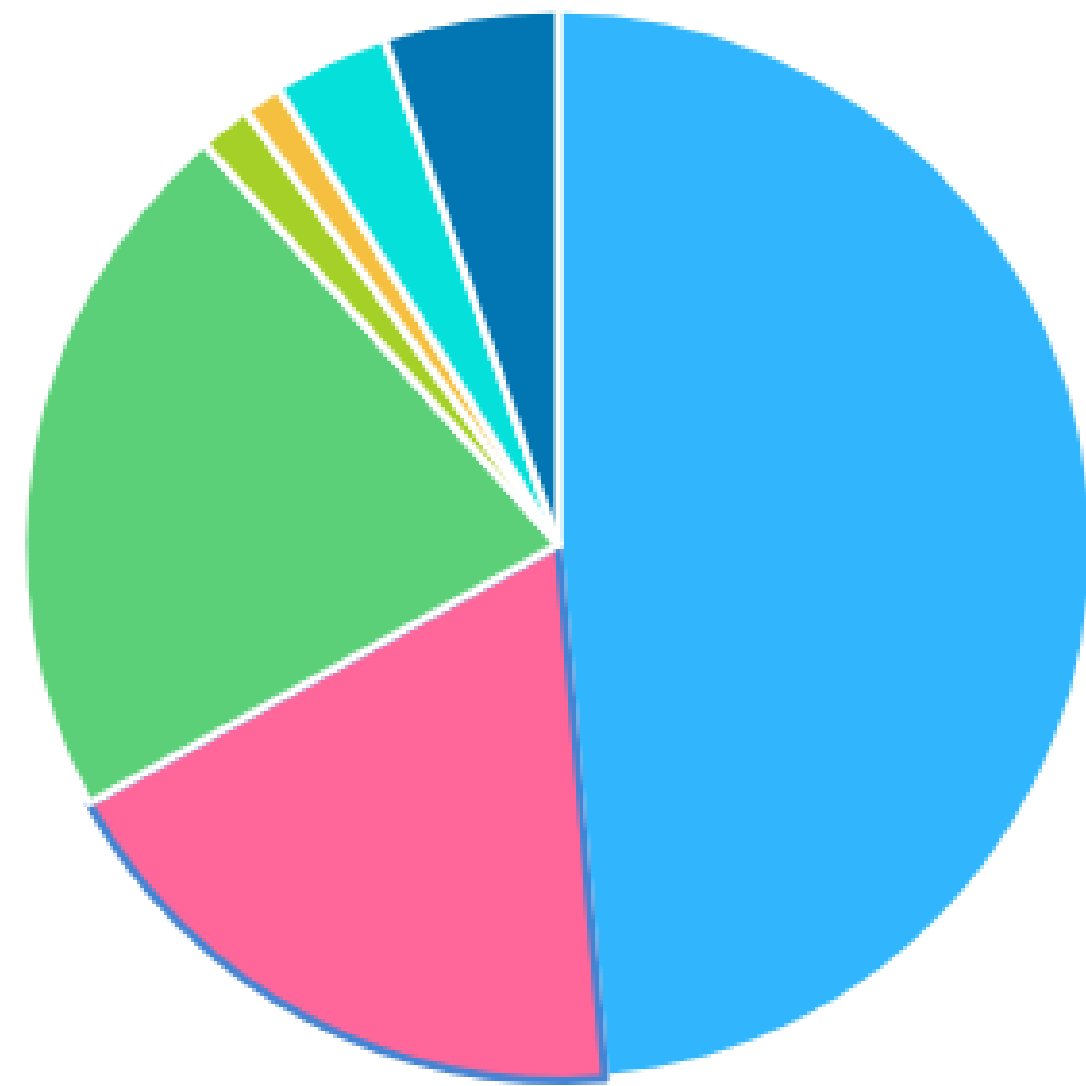
Source	Annual Average
Gas Tax	\$5,341,000
Registration	\$2,108,000
Trail Pass	\$2,271,000
Non-Resident Trail Pass	\$960,000

5 year average

■ Registration ■ Trail Pass ■ NR Trail Pass ■ Gas Tax

Annual Expenditures (5 Yr Av)

Sales

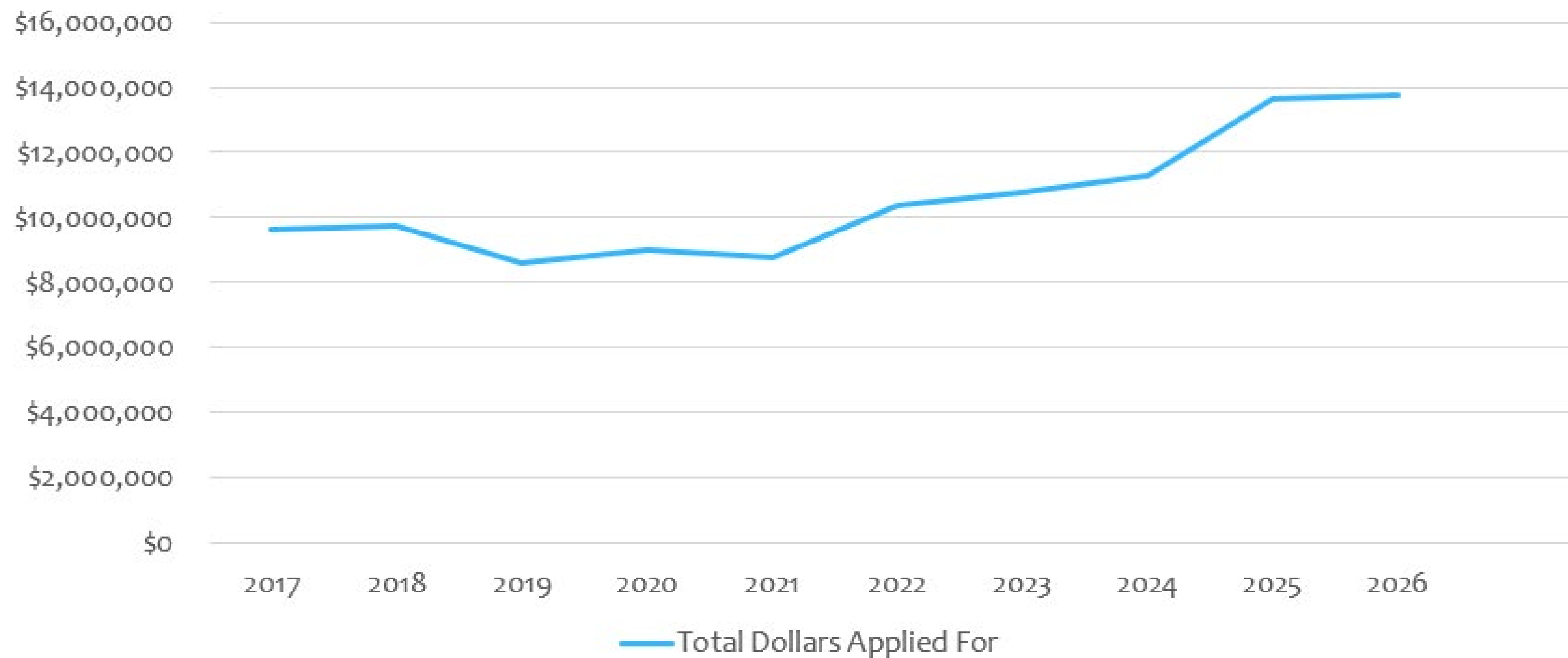


- Maint ■ Supp ■ Dev/Rehab
- State Proj ■ DNR LE ■ CO Aid to LE
- Misc Admin

Maintenance	\$ 6,050,000	50%
Supplemental	\$ 1,714,000	14%
Dev/Rehab	\$ 2,905,000	24%
State Proj	\$ 211,000	2%
DNR LE	\$ 208,000	2%
CO Aid to LE	\$ 476,000	4%
Misc Admin	\$ 621,000	5%
TOTAL	\$ 12,186,000	

Grant Requests & Rising Costs

Grant Total Dollars Applied For



Bridges, Bridges, Bridges!

Bridge Inventory Details

Auto Increment	3211
Bridge ID	ADCO-2
County	Adams County
Club	Monroe Center Winter Pals Sc
Trail Name	Corridor 21
Waterbody	Big Rocche-A-Cri Creek
Location (Town, Range, Section Q QQ)	T18N-R5E / NWSE 15
Lat	44.031
Long	-89.888
Size	12' X 100"
Funding Status	Funded
Bridge Status	Active
Year Built	2024
Frame/Deck	Steel / Wooden
Manufacturer	Anderson Bridges LLC
Build Cost	\$133,500
Build Funded By	Grant S-5814
Last Rehab Date	11/15/2024

- * Updates to the details can be done by the County, please contact your county trail coordinator with corrections and updates.

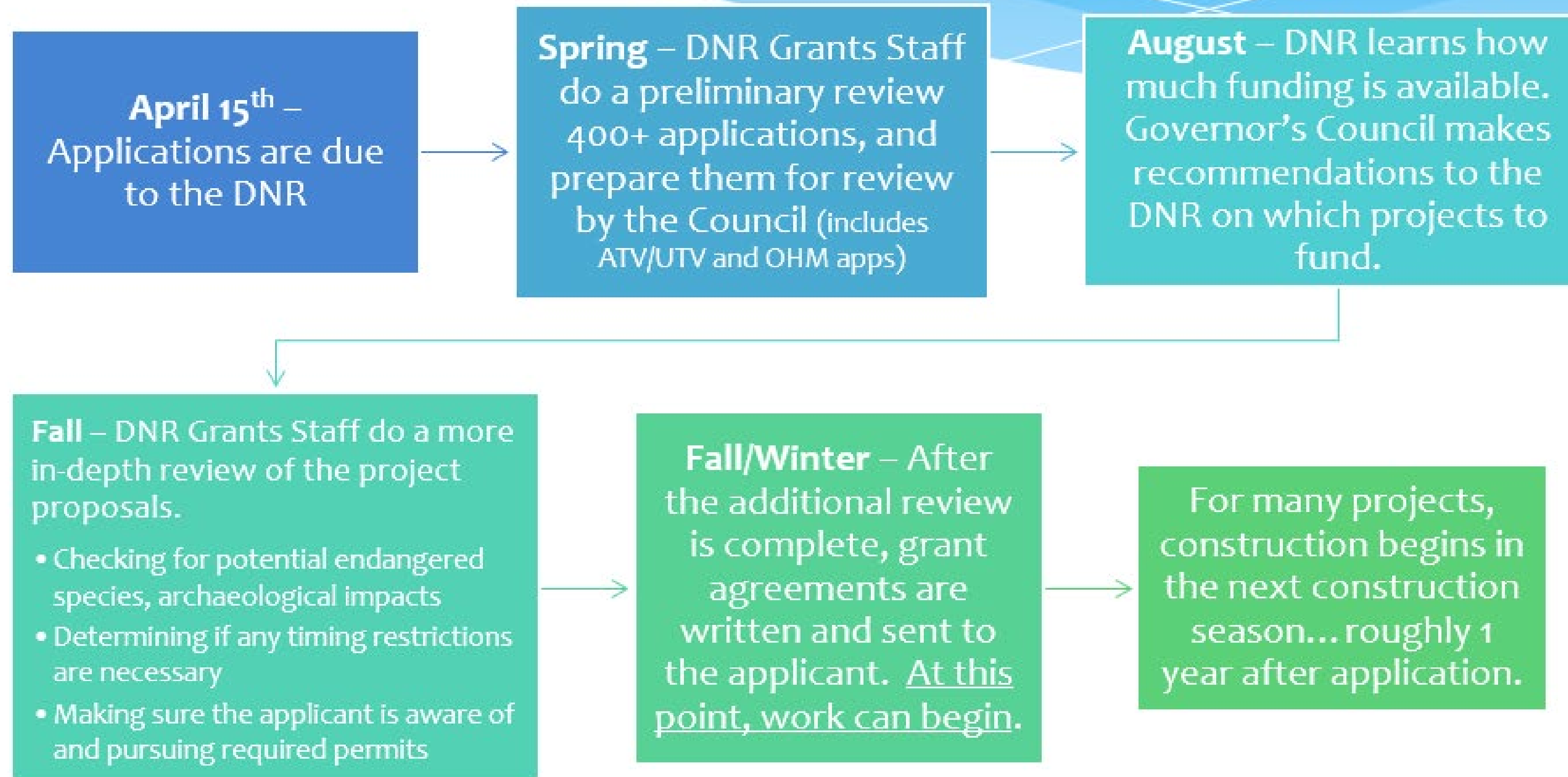
How to Apply for Grants

- * Clubs who have a snowmobile trail project should work with their county government – counties are the eligible applicant.
- * Annual application deadline is April 15th
- * Applications should include a solid cost estimate, photos, maps, etc. Incomplete applications will not be considered.
- * Applications are reviewed by DNR and Governor's Snowmobile Council.
- * Funded projects should receive their grant agreements in the fall or winter.

Grant Priorities

- * 1st – Maintenance
- * 2nd – Supplemental
- * 3rd – Major bridge rehabilitation
- * 4th – Trail rehabilitation & relocations
- * 5th – Replacing ice crossings with new bridges
- * 6th – New Miles
- * 7th – Support Facilities & Land Acquisition

Grant Timeline



Role of the Governor's Snowmobile Council

Creation: s. 15.347(7), Wis. Stats.

1. 15 members, Governor appointed
2. Wisconsin resident – at least 5 from the north and 5 from the south

Duties: s. 350.14, Wis. Stats.

1. Provide advice & make recommendation to the DNR, DOT, Governor & the legislature on all matters relating to snowmobiles and snowmobiling.
2. Make recommendation to DNR on requests for funding.

Website with Minutes, etc: <http://dnr.wi.gov/Aid/Meetings.html>

Supplemental Maintenance

- * Supplemental requests must be submitted from the County to the DNR by August 1.
- * The following benchmarks must be achieved on a COUNTY-WIDE basis to qualify...
 - * Spend entire \$300/mile base grant
 - * Spend at least \$200/mile on grooming
 - * Supplemental will only reimburse up to \$250/mile on non grooming
 - * Focus of this program is to supplement extensive grooming

Wrap-up

QUESTIONS??



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Snowmobile Update

Lt. Jake Holsclaw

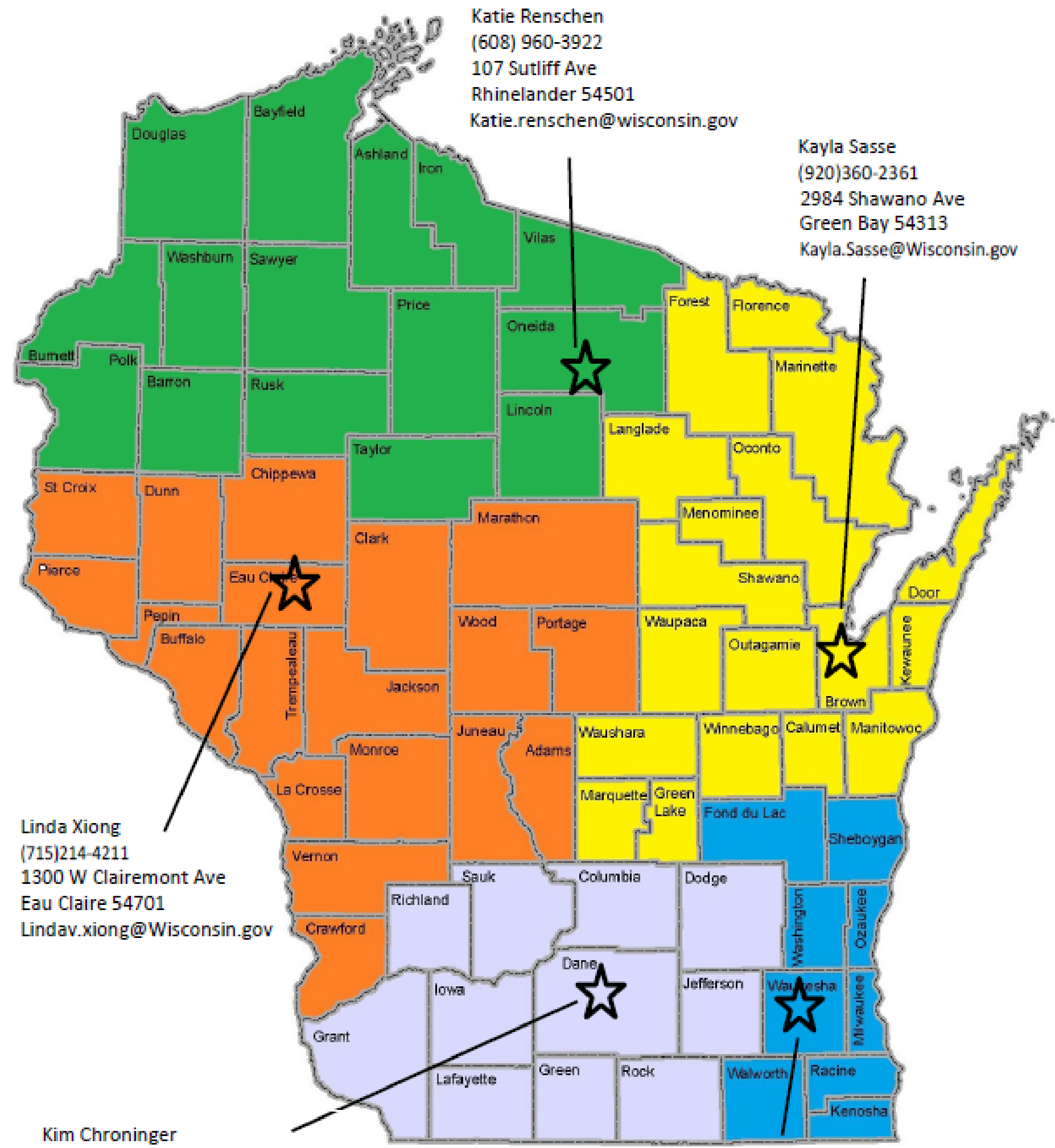
3-28-2026



2026 Updates:

- Annual report – Hopefully released early next month
- How did the winter go?
 - Increased effort with ice safety messaging due to tragic season last year – several UTVs going through the ice.
- No fatalities at this point from going through the ice!
- Thank you, instructors! Last year:
 - 567 active snowmobile safety instructors taught 3,375 students
 - Working through instructor lesson plan updates – ADA accessible
 - Watch for instructor appreciation events starting next month and running through the fall
 - NER Marinette County – April 15th
 - WCR Eau Claire County – May 11th
 - Contact your OST for details

Outdoor Skills Trainer Administrative Area Map
 Recreational Safety & Outdoor Skills Bureau Director: Major April Dombrowski: 608-852-9456
 R3 Team (OST) Supervisor: Bob Nack 608-617-3492
 Boating Law Administrator: Lt. John Sinclair 608-422-0392
 OHV Law Administrator: Lt. Jacob Holsclaw 715-491-0283
 Hunter Education Administrator: Lt. Renee Thok: 262-900-7860



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 Fitchburg 53711
 Kimberly.Chroninger@Wisconsin.gov

Spencer Jost
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 Waukesha 53188
 Spencer.jost@wisconsin.gov

Safety Enhancement Efforts:

Highlights from the 2026 “Sled Safe” efforts – Jan. 30 to Feb. 1 / Feb. 6 to 8.

- 3 intoxicated and 3 drugged operators were arrested and removed from public trails
- 106 citations issued
- 313 warnings given
- Approx 64% of crashes occur on a roadway or trail
- Over 3600 miles of trail patrolled
- Over 1300 contacts made

Partner patrols:

- 37 sheriff's departments
 - 5,170 hours
- Equivalent to 2.5 full time positions
- This year will be much better – data will be available this fall.



Partnerships and Communication:

- AWSC – education – trends – issues – legislation
- Regular media releases throughout the year
- Partnership with MADD
- Ride Safe Foundation
- Public events such as the Let's Ride Expo
- Trail Ambassador program



2026 Incident Summary

- 11 fatalities – identical to last year
 - Youngest 15 (private land)
 - Oldest 76 (public road collision with vehicle)
 - Average age – 53
 - In 2025 – Total crashes 77
-
- 64% of crashes occur on a roadway or trail
 - 18% occurred on a frozen waterway
 - 18% private lands
 - Alcohol is an issue but seems to be decreasing



73% of fatal snowmobile crashes involved an operator that had not completed safety certification.

CONNECT WITH US

Jake Holsclaw

715-491-0283



@WIDNR



@WI_DNR



/WIDNRTV



"WILD WISCONSIN:
OFF THE RECORD"



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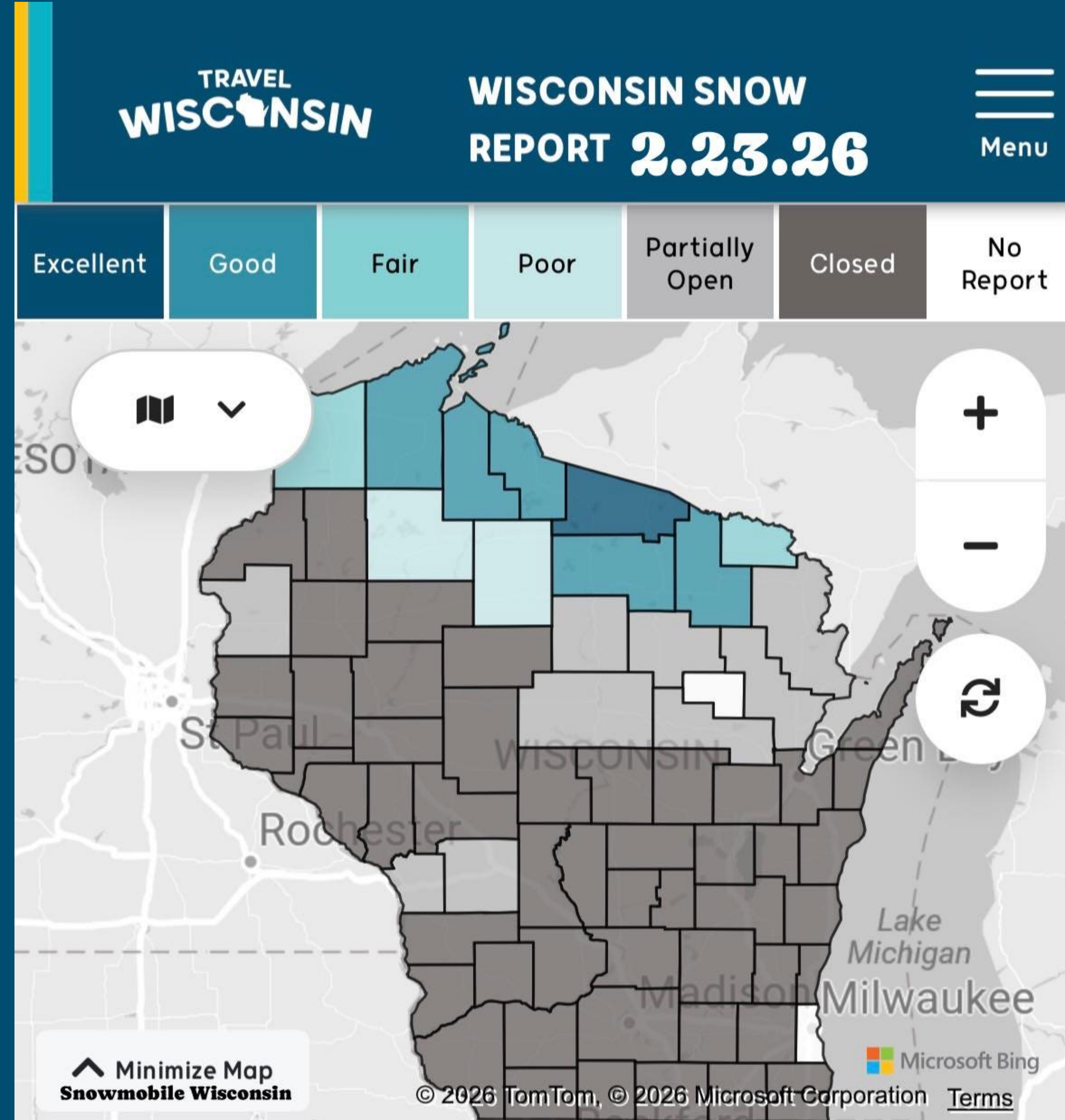


TRAVEL
WISCONSIN

3/29/2025

**IT'S
GONNA
SNOW !!!**

TRAVEL WISCONSIN SNOW REPORT





Snowmobile Wisconsin

23K likes • 23K followers


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Digital creator



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SNOWMOBILE - 3/19

WISCONSIN SNOW REPORT

-  Snowmobile
-  Downhill
-  Cross Country

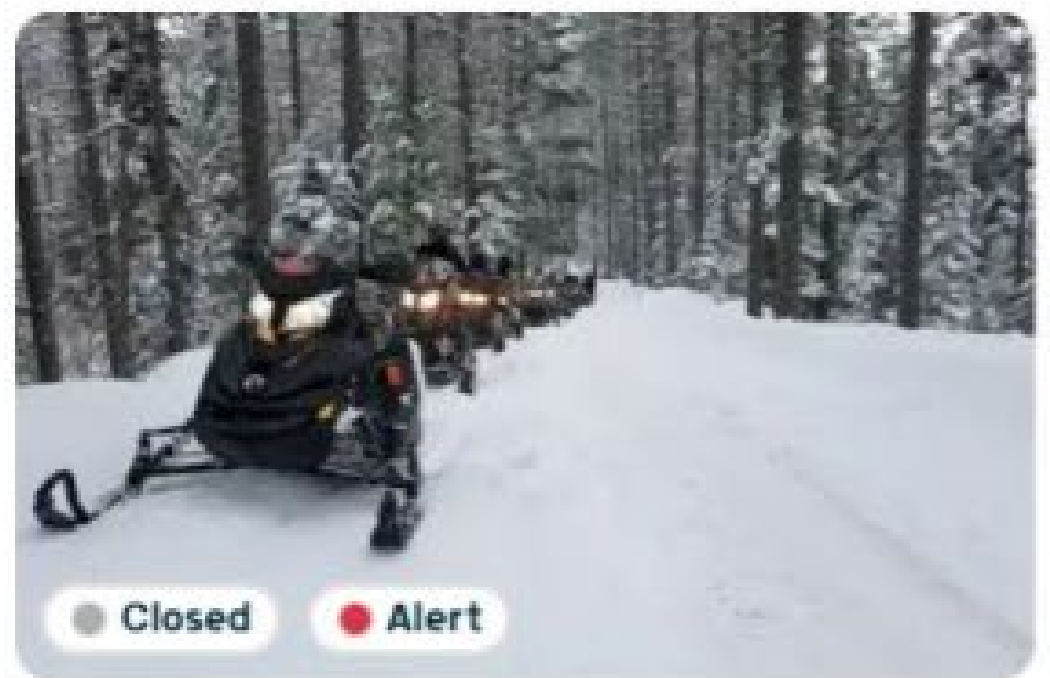
CHECK THE TRAILS SNOWMOBILE CONDITIONS

Check snowmobile trail conditions before you ride. Snowmobile trail conditions are reported by our team of 100+ local volunteers. [About the Report](#)



Best Conditions First Only Open Loc

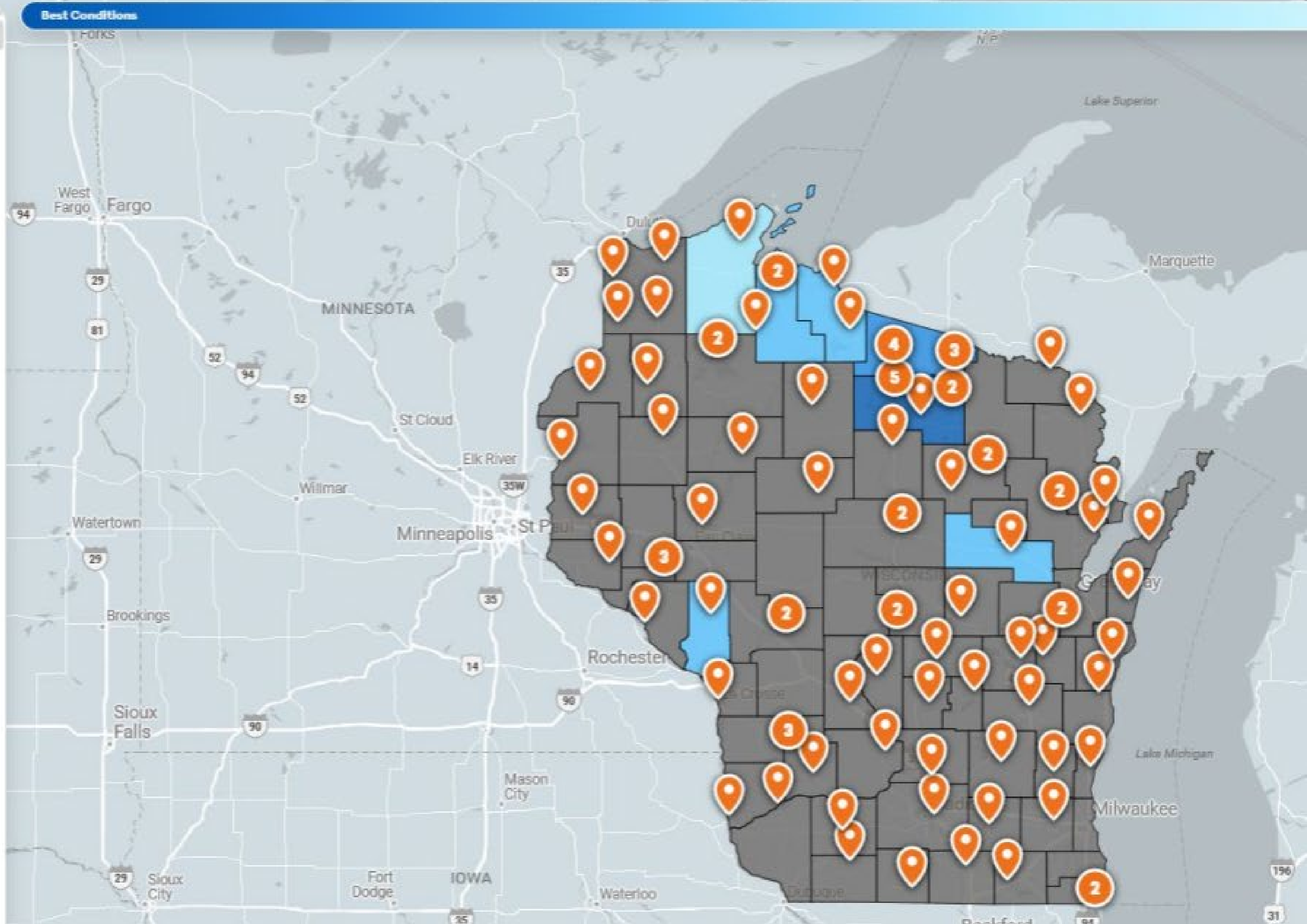
All Destinations 96



Closed Alert

Adams County
0-0 Inches | Not Groomed

Updated: 3/16/26 3:30 PM



-  Email Updates
-  Photo

THANK YOU !!!



128

**Snowmobile
Trail Condition
Reporters**

For 94 Reports

**TRAVEL
WISCONSIN**



REPORTER GOALS

Snowmobile: 70/70 counties have a report

Total number of reports: 94

Downhill: 28/28 ski hills have a report

18/18 tubing hills have a report

Total number of reports: 34

Cross Country: 53/72 counties have a report

Total number of reports: 97

Annual Travel Wisconsin Traffic

Most Trafficked Page Paths

Page Path	Pageviews ▾
/article/	5,578,221
/events/	2,600,126
/things-to-do/	1,917,283
/snowreport/	1,628,279
/fall-color-report	951,034
/places-to-stay/	909,761

Top Pages Since February 23rd

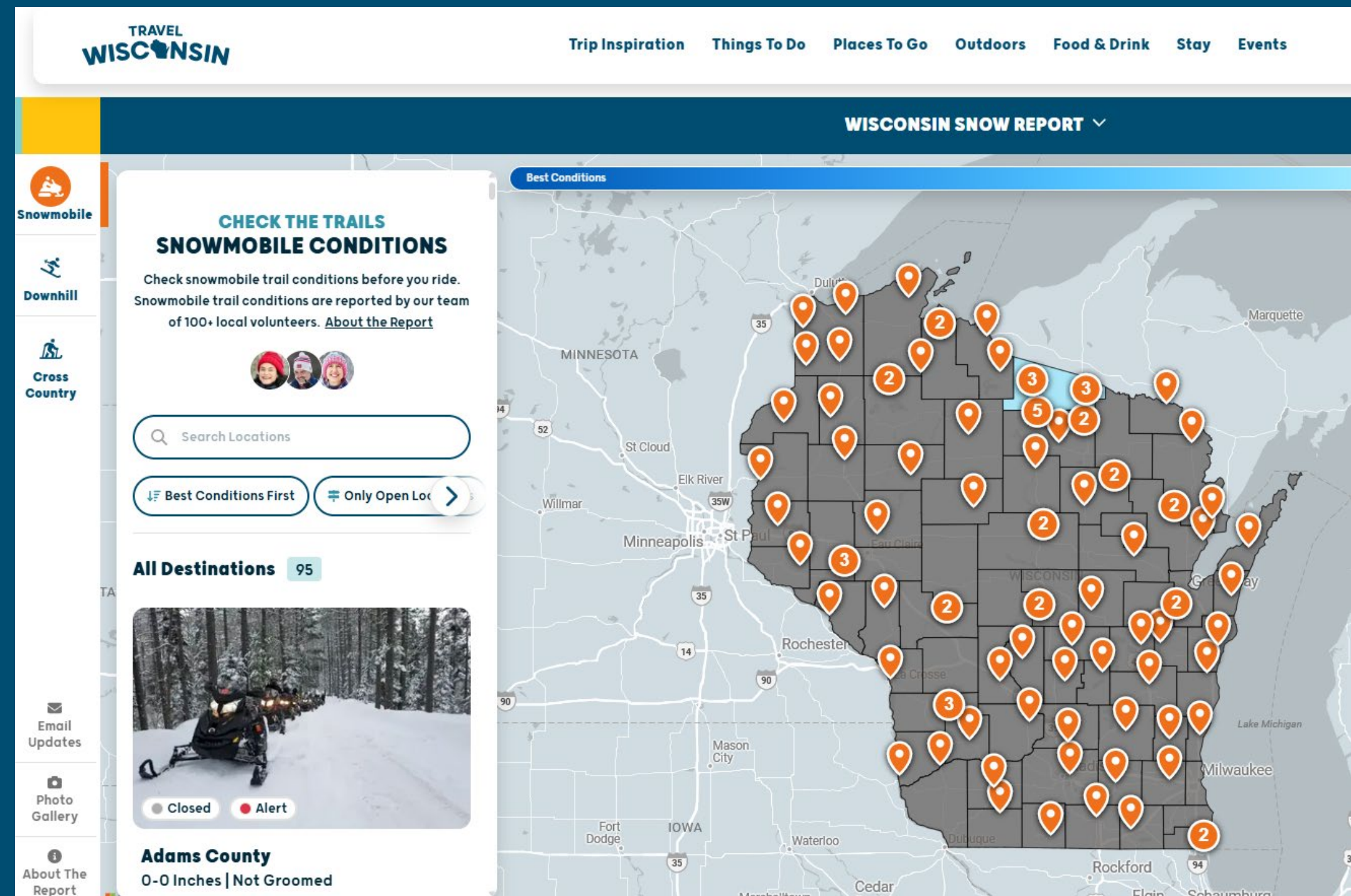
1. Snow Report

2. Homepage

3. Events

4. Events This Weekend

5. Things to Do



WEB UPDATES

Users by Region

– Top Cities

1. Chicago
2. Minneapolis
3. Milwaukee
4. Madison
5. Saint Paul
6. New York
7. Green Bay
8. Appleton
9. Wausau
10. Eau Claire

– In State - 31.2%

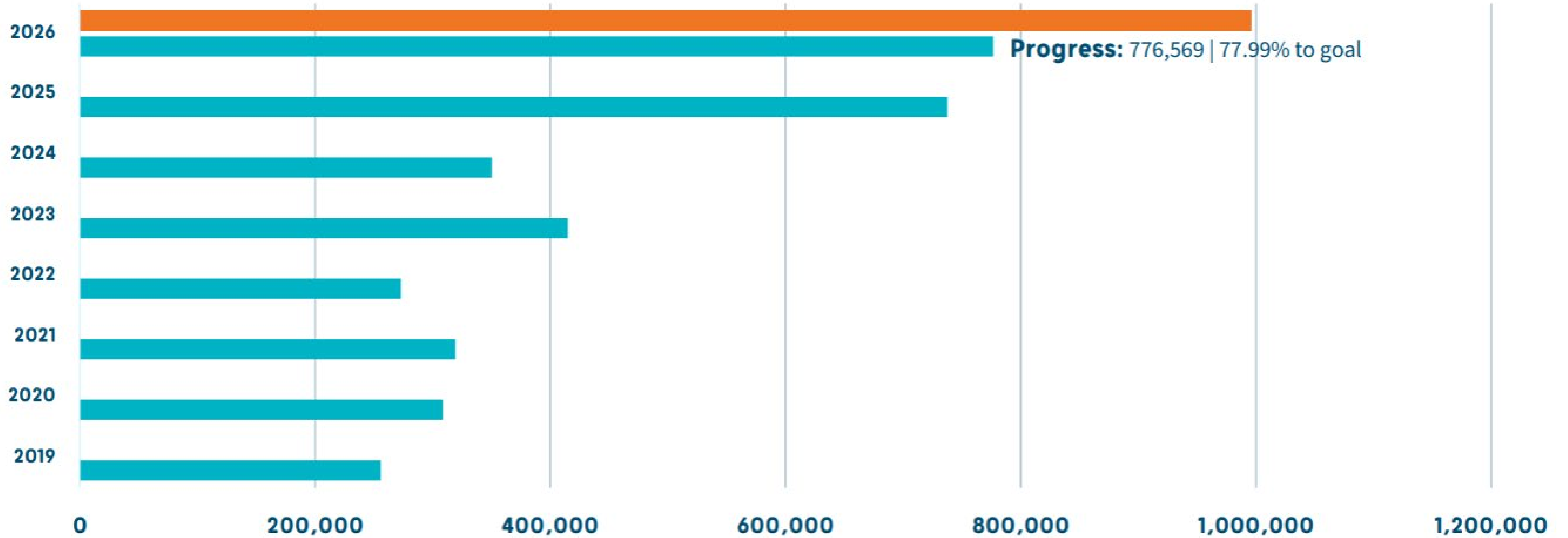
– Out of State - 68.8%

Events (Top Clicks across all 3 reports)

1. Vilas County (map - snowmobile)
2. Sawyer County (map - snowmobile)
3. Toggle: Snowmobile
4. Oneida County (map - snowmobile)
5. Iron County (map - snowmobile)
6. Price County (map - snowmobile)
7. Marathon County (map - snowmobile)
8. Forest County (map - snowmobile)
9. Bayfield County (map - snowmobile)
10. Lincoln County (map - snowmobile)
11. Ashland County (map - snowmobile)
12. Washburn County (map - snowmobile)
13. Langlade County (map - snowmobile)
14. Iron County - Mercer Area (map - snowmobile)
15. Rhinelander Area (map - snowmobile)
16. Polk County (map - snowmobile)
17. Dane County (map - snowmobile)
18. Burnett County (map - snowmobile)
19. Marinette County (map - snowmobile)
20. Wood County (map - snowmobile)
21. Minocqua Area (map - snowmobile)
22. Toggle: Downhill & Snowboarding
23. St. Germain Area (map - snowmobile)
24. Douglas County (map - snowmobile)
25. Rusk County (map - snowmobile)
26. Rock County (map - snowmobile)
27. Taylor County (map - snowmobile)
28. Lac du Flambeau Area (map - snowmobile)
29. Eagle River (map - snowmobile)
30. Three Lakes Area (map - snowmobile)

WSR Active Users

Goal: Increase active users by 35% YoY



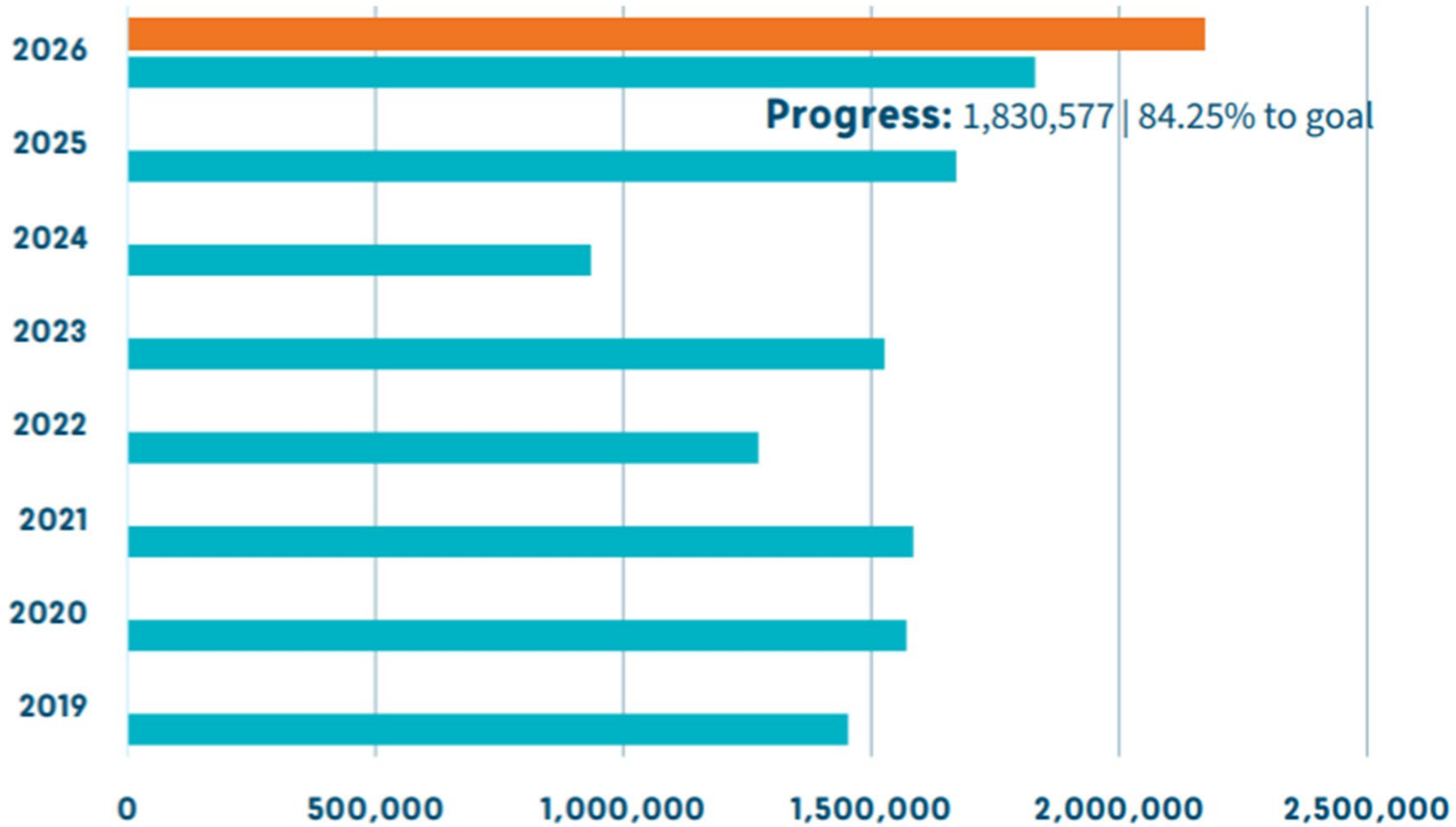
2025 season total: 737,618

2026 season goal: 995,784

*Full winter season is November 1 – March 31

WSR Total Views

Goal: Increase total views by 30% YoY



● Total Views

— 2025 season total: 1,671,303

— 2026 season goal: 2,172,694



Snowmobile Report

SNOWMOBILE WEB GOALS

Goal: Increase views by 23% YoY
Progress: 1,145,358 | 132% to goal

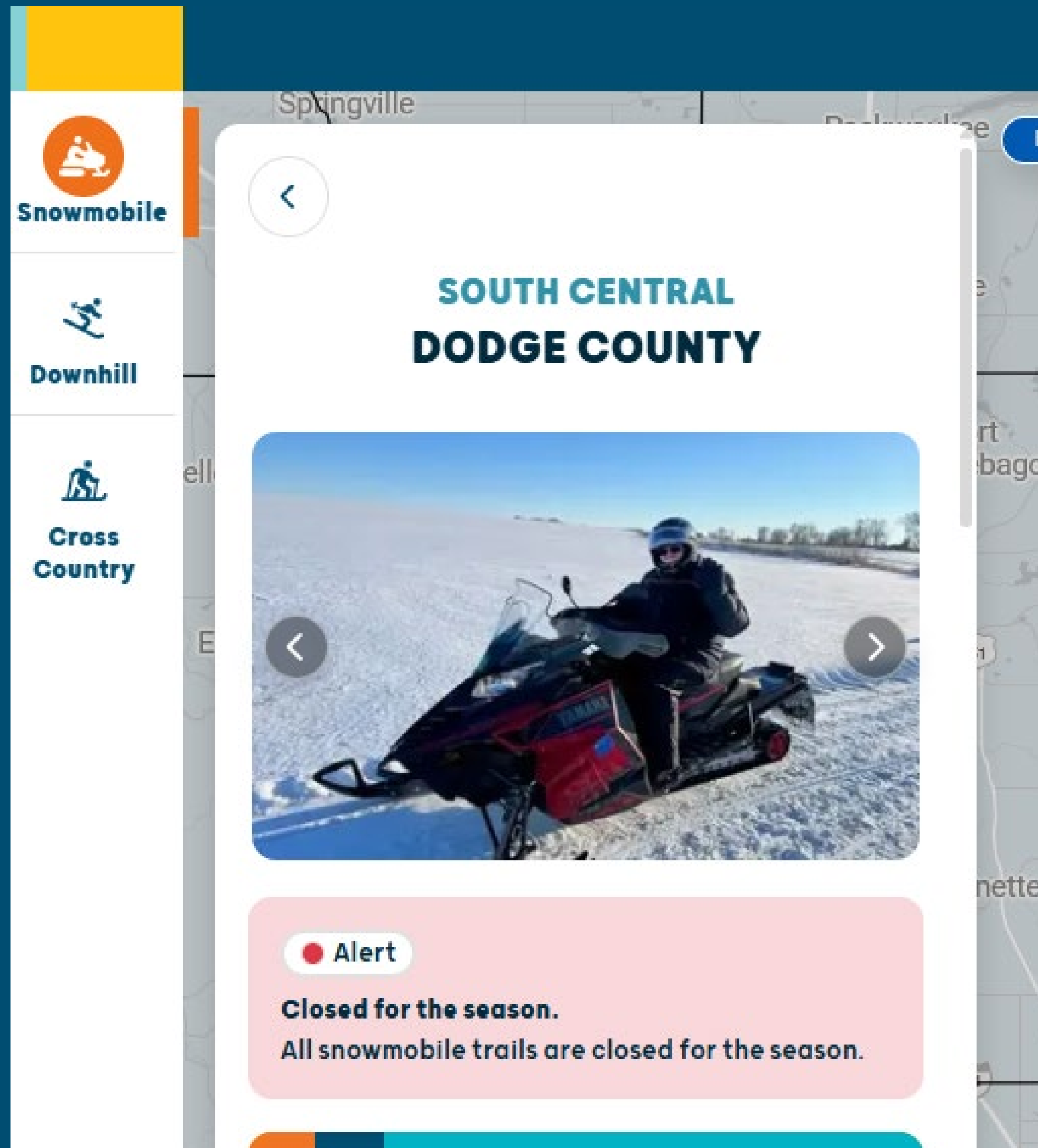
Downhill
479,564 views

Goal: Increase new users by 15%
Progress: 345,194 | 207% to goal

Cross Country
33,807 views

Of 776,569 total new users

Goal: Have every snow report include a high-quality header image by January 31 to provide a consistent and engaging experience for travelers.



Progress:

- **Snowmobile Report:** 85 | 94 Reports
- **Downhill Report:** 32 | 34 Reports
- **Cross Country Report:** 35 | 97 Reports

RESPECT

Our

LANDOWNERS!

stay BETWEEN the blazers



Join A Club Today!

AWSC.org

Association of Wisconsin Snowmobile Clubs



Wisconsin Snowmobiling PR / Marketing Considerations / Talking Points

Snowmobile Recreation Council Tourism Committee – APPROVED

Snowmobile Recreation Council – APPROVED

Andrew Nussbaum, Wisconsin Department of Tourism

Snowmobile Recreation Council Liaison / Tourism Committee Liaison - PIO / AWSC Liaison

Updated March 5, 2025

Links to Content in Document:

[Governor's Snowmobile Recreation Council](#)

[Association of Wisconsin Snowmobile Clubs \(AWSC\)](#)

[AWSC Youth KAOS Program \(Kids and Adults On Snowmobiles\)](#)

[Next Gen Riders](#)

[American Council of Snowmobile Associations](#)

[Wisconsin Department of Tourism / Travel Wisconsin](#)

[Snowmobile Registration Stats – 2024](#)

[Trail Pass / Registration Information](#)

[DNR Off-Highway Vehicle Program Snowmobile Updates](#)

[Marketing and Safety Considerations](#)

[Marketing and Imagery](#)

[Operator Hand Signals](#)

[Snowmobile Friendly Community Program \(AWSC\)](#)

[Miscellaneous Resources](#)

Governor's Snowmobile Recreation Council

- **Origin and Appointments:** There is created in the department of natural resources a snowmobile recreational council consisting of 15 members nominated by the governor, and with the advice and consent of the senate, appointed for staggered 3-year terms. Commencing on July 1, 1972, ...all terms shall be for 3 years with 5 positions on the council to expire each year. At least 5 members of the council shall be from the territory north, and at least 5 members shall be from the territory south, of a line running east and west through the south limits of the city of Stevens Point. *s. 15.347(7), Wis. Stats. [exit DNR]*

Marketing and Imagery

- Must include operating safety practices, including hand signals as appropriate
- Snowmobiles MUST be operating only on marked trails or approved open areas, and in single line with proper distance between sleds
- Avoid imagery showing traveling across bodies of water, and never when uncertain of ice thickness or water currents. Rapidly changing weather and moving water in streams and lake inlets also affect the thickness and strength of ice on lakes and ponds. Snow cover can act as a blanket and prevents thick strong ice from forming. If using images that incorporate frozen waterways, they must be properly marked as part of the trail system.
- All operators must be in proper attire and safety gear when in motion.
- Wear a Helmet: Use a full-face helmet, goggles, or visor to prevent injuries from twigs, stones, ice chips and flying debris.
- Trail passes and licenses should be visible



SNOWMOBILE FRIENDLY CITY



Association
of Wisconsin
Snowmobile
Clubs

RIDE WITH THE CUP



World Snowmobile HQ











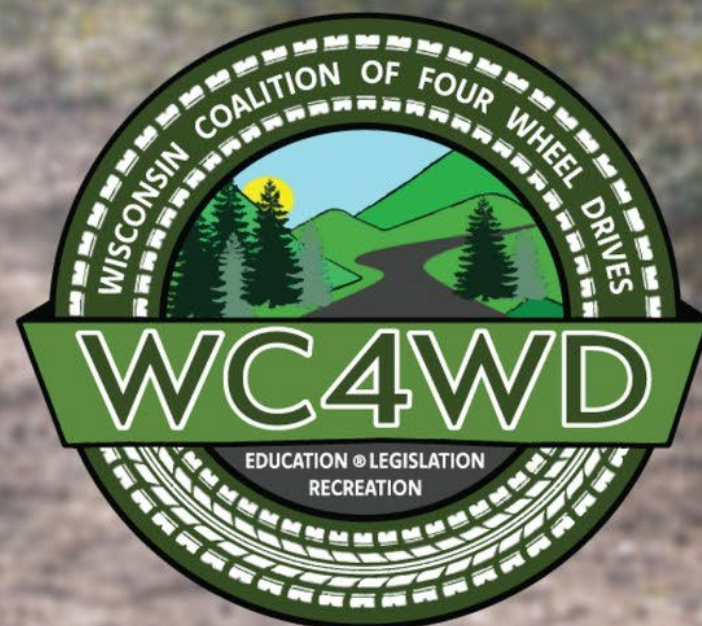


OVER 600 CLUBS

41,000 MEMBERS

25,000 MILES

Proudly Working Together with:



Ride Into the Fun
May 2nd, 2026
Oshkosh, WI

SUPPORTED BY
TRAVEL WISCONSIN



TRAVEL
WISCONSIN

3/29/2025



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9:00 am – 11:30 am

AWSC Annual Meeting –

Three Clans Conference Center

Guest Speakers –

Senator Cory Tomczyk, 29th Senate District

Jillian Steffes, DNR Off Road Motorized Recreational Grant Program Manager

Jake Holsclaw, DNR Conservation Warden / Off-Highway Vehicle

Administrator (OHVA)

Drew Nussbaum, Regional Tourism Specialist, Wisconsin Department
of Tourism

Election of Officers for 2026-2027

Officer Reports

Miss Snowflake, Jena Lenz

Legislative Update – Sam Landes, Wes Webendorfer

Retiring Directors & Reps Recognized

Snowmobile Friendly Community Awardees Recognized

Scholarship Recipients Recognized

MS Tour - Brooke Tabbert, Director of Funds National MS Society /

Marty Iverson, MS Tour Snowmobile Coordinator



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