



1

AGENDA


- 01** Wisconsin Office of Outdoor Recreation
- 02** Value of Outdoor Recreation
- 03** Resource from the Office

2

WISCONSIN IS AMONG LEADERS IN OUTDOOR REC

- Wisconsin was the 14th state to establish an Office (2019)
 - Established with bipartisan support as a 2-year project
 - Renewed in last 2 budget cycles, including 2023-2025
- 24 states with an Office of Outdoor Recreation

3

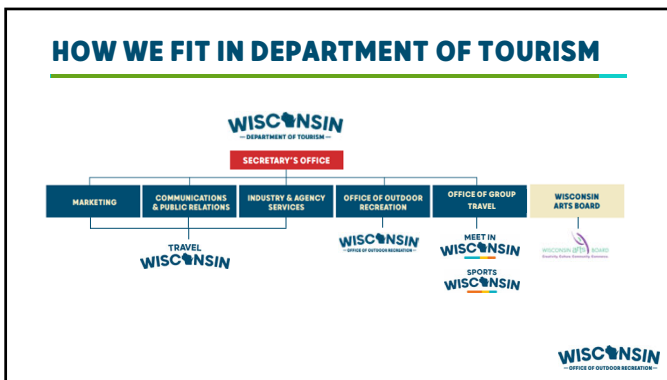


CASSIE MORDINI
Director

TAYLAR FOSTER
Program & Outreach Specialist

JESS JAMES
Outdoor Recreation Development Specialist

4



5

MISSION:

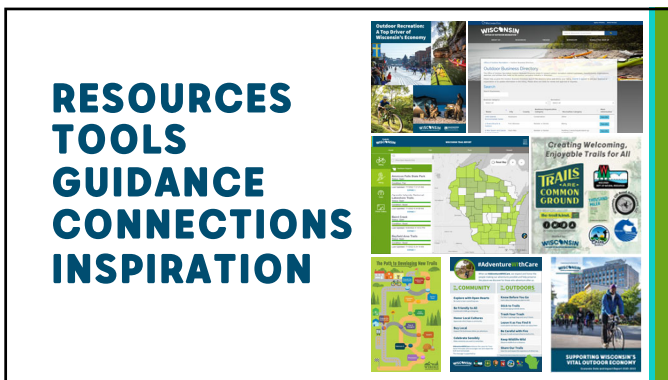
To support and uplift the outdoor recreation industry and its partners for the economic health and overall well-being of the state and its residents.

WISCONSIN
— OFFICE OF OUTDOOR RECREATION —

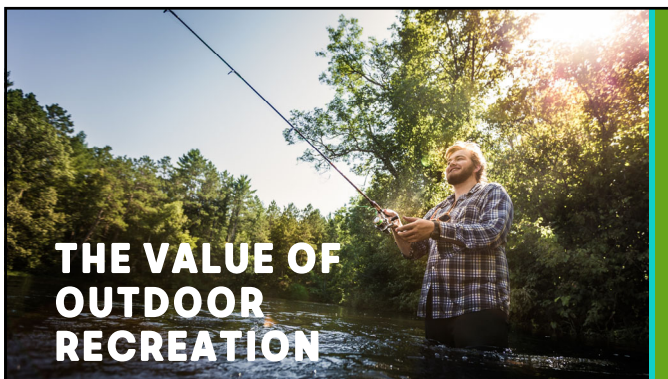
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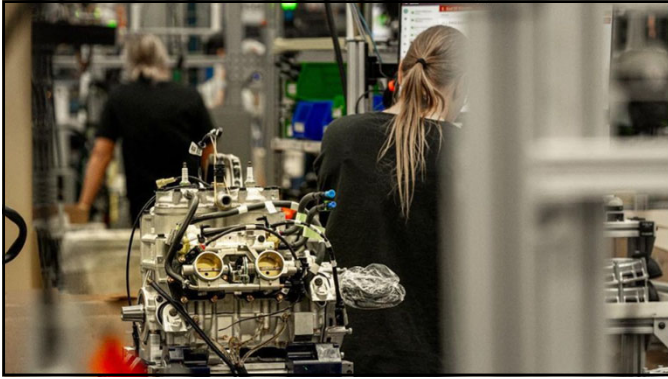
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13



14



15

GENERATES \$9.8 BILLION FOR WISCONSIN

U.S. Bureau of Economic Analysis

WISCONSIN OFFICE OF OUTDOOR RECREATION

16

AND SUPPORTS 94,000 JOBS ANNUALLY

U.S. Bureau of Economic Analysis

WISCONSIN OFFICE OF OUTDOOR RECREATION

17

NATIONAL POWERHOUSE IN OUTDOOR REC MANUFACTURING

- Dozens of top outdoor brands have locations in Wisconsin
- Supporting both rural and urban communities

Map of Wisconsin showing locations for: BENDING BRANCHES, AQUA BOUND, BURGER, JOHNSON, MALIBU, PACIFIC CYCLE, MINICRAFT, MONTEGQRAY, HARLEY-DAVIDSON, HARLEY-Davidson, STROBY, SARIS, WIGWAM, 1UP USA, LAND'S END, NORTH, ARCTIC, DULUTH TRADING CO, PARLE CO, TETON, and YAMAHA.

18

OUTDOOR RECREATION IS ATTRACTION

Counties with outdoor recreation amenities, especially rural counties, draw:

- Visitors & residents
- Higher incomes
- Faster earnings growth

*Headwaters Economics, (2018)



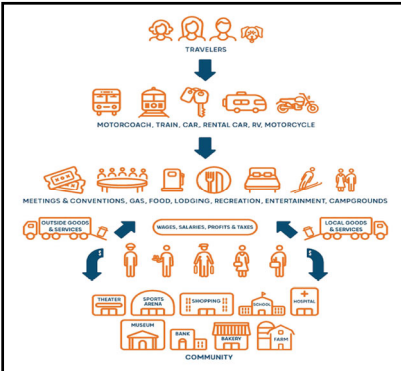
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THE OUTDOORS IS ALWAYS A TOP REASON FOR VISITING WISCONSIN.

Longwoods International (2016, 2017, 2018, 2019, 2020, 2021)

20



TRAVELERS

MOTORCOACH, TRAIN, CAR, RENTAL CAR, RV, MOTORCYCLE


MEETINGS & CONVENTIONS, GAS, FOOD, LODGING, RECREATION, ENTERTAINMENT, CAMPGROUNDS

OUTSIDE GOODS & SERVICES

WAGES, SALARIES, PROFITS & TAXES

LOCAL GOODS & SERVICES

COMMUNITY



21

OUTDOOR EVENTS SPUR ECONOMIC ACTIVITY

- **The American Birkebeiner**
 - draws 40,000 people
 - \$4 million in economic impact
- **Tour of America's Dairyland**
 - draws nearly 100,000 fans
 - \$2.4 million in economic impact

Data from American Birkebeiner Ski Foundation, Davis et al, Economic Impact of Bicycling in Wisconsin, (2023).



22

ACTIVITIES BRING IN BILLIONS TO WISCONSIN

- Anglers spend \$1.5 billion fishing*
- Wildlife watchers spend a total of \$1.5 billion annually**
- Bicyclists spend \$1.4 billion on bicycle expenses***
- ATV/UTV riders spend \$4.2 billion****

*American Sportfishing Association
**U.S. Fish & Wildlife Service, (2021)
***Davis et al, Economic Impact of Bicycling in Wisconsin, (2023)
****Tate, D. Economic Impact of ATV/UTV Industry and Riders in Wisconsin, (2024).



23



24


228,189 SNOWMOBILES REGISTERED

Minnesota: 219,460
 Michigan: 167,140
 New York: 95,823

25,000 MILES OF TRAILS

Minnesota: 21,000
 Maine: 13,200
 New York: 10,300

*International Snowmobile Manufacturers Association, 2023.



25

TOOLS & RESOURCES FOR YOU

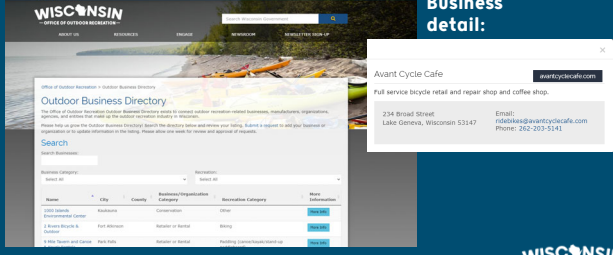
Sign up for the Wisconsin Outside newsletter:
outdoorrecreation.wi.gov



26

BUSINESS DIRECTORY

Business detail:



Name	City	County	Business Organization Category	Recreation Category	More Information
1000 Woods	Ashtabula	Columbiana	Other		VIEW
2 Avants Bicycle & Coffee	Fort Atkinson	Madison or Berks	Biking		VIEW
3 The Open and Close	Port Hope	Madison or Berks	Boating (watercraft/boat/ship)		VIEW

27

DIY ECONOMIC IMPACT REPORT WORKSHOP

- Two live, virtual workshops
- One-on-one coaching
- Design and layout support to produce a final, short economic impact report

THE HARBINGER CONSULTANCY
WISCONSIN OFFICE OF OUTDOOR RECREATION



31

WISCONSIN OUTDOOR RECREATION INVENTORY



- Interactive map-based tool
- Perform detailed searches for recreation destinations
- Database of map files that is free and publicly accessible
- Annual updates
- Option for user-generated content

SCAN TO LEARN MORE

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32

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THANK YOU!

33
