

Wisconsin Office of Outdoor Recreation + Travel Wisconsin Report

Governor's Bicycle Coordinating Council Meeting

September 16, 2026

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Wisconsin Office of Outdoor Recreation

Do-It-Yourself Economic Impact Program

- For the first time, the Office is pleased to offer a winter cohort in the Do-It-Yourself Economic Impact program. As a reminder, this program is designed to assist communities with conducting their own economic impact study on an outdoor recreation asset in their community. If selected, teams receive 1:1 coaching to release a survey, conduct trail counts and receive support for data analysis and report publication.
- Applications are open now and close on September 21 at 11:59 p.m. Partnerships are encouraged, and projects should focus on a doable study area (think fat biking trail, ice skating rink, etc.). If interested, teams can view the [information session](#) or contact Jess James (jjames1@travelwisconsin.com) directly with questions.
- The current summer cohort, including the Wisconsin River Trail Organization in Boscobel, a partnership between Visit Eau Claire, Explore Menomonie, Go Chippewa and the City of Eau Claire's Economic Development Division and Lodi & Lake Chamber, is wrapping up their data collection and will begin to analyze their data.

Recreation Economies for Rural Communities

- The Recreation Economies for Rural Communities is a nationwide technical assistance program offered through the Environmental Protection Agency, geared towards working with communities to boost their outdoor recreation economy and revitalize their main streets, and is highly competitive.
- Out of 200 applicants in 2025, Two Rivers, Wisconsin, was selected as a community and is the first Midwest community to be selected and one of only 25 nationwide.
- Through a multi-year technical assistance program, a local steering committee and statewide leaders help develop draft goals around outdoor recreation and bring them to a public workshop over two days.
- The public workshop on September 1-2 and had ~50 people each day. Community members focused on specific actions that could advance their outdoor recreation and identified goal champions, and funding and resources that could help support it.
- Many state agencies, including the DNR, DOT, DHS and the Office of Outdoor Recreation, were in attendance to help provide resources and support.

- Some draft actions included a focus on connecting bike trails (Mariners Trail, Rawley Point Trail) through the community, better wayfinding and connection to downtown and placemaking activities.
- The full action plan will be released in the coming months.

Travel Wisconsin

- [The weekly WTMJ segment from August 19](#) by Secretary Sayers focused on biking. The segment featured biking trails across the state, including new mountain biking trails in Oneida and Door County, and the historic Elroy-Sparta State Trail.
- Listen to the full episode [here](#) and learn more about the trails and other stops in neighboring towns.

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