

**PROCEEDINGS OF THE BROWN COUNTY
EDUCATION AND RECREATION COMMITTEE**

Pursuant to Section 19.84 Wis. Stats., a regular meeting of the **Brown County Education and Recreation Committee** was held on February 3, 2021 in the Auditorium of the Central Library, 515 Pine Street, Green Bay, Wisconsin.

Present: Chair Van Dyck, Supervisor Dorff, Supervisor Erickson, Supervisor De Wane, Supervisor Lefebvre
Also Present: Museum Director Beth Lemke, Museum Deputy Director Kevin Cullen, Golf Course Superintendent Scott Anthes, NEW Zoo and Adventure Park Director Neil Anderson, Park Director Matt Kriese, Library Director Sarah Sugden, Library Financial Manager Linda Chosa, other interested parties.

I. Call to Order.

The meeting was called to order by Chair Van Dyck at 5:34 pm.

II. Approve/Modify Agenda.

Chair Van Dyck informed he would like to modify the agenda to take the Golf Course as Item 9, NEW Zoo and Adventure Park as Item 6 as Library as Item 14.

**Motion made by Supervisor Erickson, seconded by Supervisor Dorff to approve as amended. Vote taken.
MOTION CARRIED UNANIMOUSLY**

III. Approve/Modify Minutes of December 7, 2020.

Motion made by Supervisor Lefebvre, seconded by Supervisor Dorff to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

Comments from the Public – None.

Consent Agenda

1. **Neville Public Museum Governing Board Minutes of January 11, 2021.**
2. **Museum – Budget Status Financial Report for November 2020 (unaudited).**
3. **NEW Zoo – Budget Status Financial Report for November 2020 (unaudited).**
4. **Parks – Budget Status Financial Report for November 2020 (unaudited).**
5. **Audit of the Bills.**

Motion made by Supervisor Erickson, seconded by Supervisor Dorff to approve Consent Agenda Items. Vote taken. MOTION CARRIED UNANIMOUSLY

Golf Course

6. Superintendent's Report.

Golf Course Superintendent Scott Anthes reported both the golf course and clubhouse are closed as is the pro shop. The current plan is to open the clubhouse at the end of March and the pro shop should open per contract on March 15. Staff has been doing maintenance including going through all equipment to get it up where it should be for spring. They have also given the shop a little TLC such as painting the break room and adding ceiling tiles, painting lockers and generally cleaning things up. The bathroom has also been spruced up and the inside of the shop has also been painted and it is looking good.

Regarding the irrigation pump, the golf course currently has the pumps, but they will be going back to the manufacturer to be fitted. Bids have come back and there is a request for approval later the agenda. Anthes is a little concerned about the timing of the project because according to the installer, it takes about 12 weeks to build the pump station and he is afraid that will be cutting it close to when the pumps will need to be operational.

Anthes also talked about the bunker project and noted the architect submitted the final plans at the beginning of the year and bids will be going out live by the end of the week and are due back by March 2.

Anthes continued that he was made aware at the end of the year that the restaurant has been having some problems with the deep fryer so that is at a service shop, but there is a possibility it may not be able to be repaired so it may have to be replaced. Anthes wanted to make the committee aware of this because a new deep fryer is not something that has been budgeted for.

Anthes also informed the golf course has finally been hooked up to their new power source and he explained that the prior lines came from Mason Street and ran cross county through the woods and fields so when there was a storm that knocked out power it was not unusual for power to be out at the golf course for several days, especially since the golf course was the only service on that line. Now the power source is coming off the street which means the golf course should not lose power as easily or as frequently as they have in the past.

Staff continues to do maintenance around the golf course including trimming trees on 2 and 8, wrapping up equipment maintenance and cutting down dead trees.

No action taken.

Museum

7. Director's Report.

Museum Director Beth Lemke informed her team has been very busy; they took down two exhibits and put two up. One of the exhibits is called Reviving Traditional Arts of the Oneida and she wished to publicly thank the Oneida Nation Museum staff and the Oneida Arts Education program because this exhibit would not have been possible without those partners. The exhibit will run through June. Lemke continued that the 106th Green Bay Art Colony exhibit also recently opened with 34 pieces of artwork created by 25 local female artists. There are many different mediums including textiles, ceramics, wood carvings and digital art. These artists like to meet in person; however, they were able to keep meeting virtually throughout the pandemic and had great organization of drop off. The presentation is on the webpage and Lemke noted Kevin Cullen had to carefully coordinate the recording because the president of the organization did not know she won first place, so they recorded her first and she then left so it was a complete surprise to her later on to learn that her textile piece won first place.

Lemke continued that the Neville is participating in the American Alliance of Museums Annual Museum Goers Survey for the second year. Last year this launched right before COVID hit the Midwest and they got some really good, honest answers which resulted in some things already being incorporated into the strategic plan and certain things they knew they wanted to track. Staff follows the consultant who does weekly or bi-weekly blogs about what is happening and how she is tracking data for museums across the country. Lemke said the bare minimum is 100 complete surveys and within 36 hours they had almost 200 surveys. The data will probably be received by the Museum in June and it will then be reviewed and incorporated in the planning for the next few years.

Lemke continued that attendance for November and December was not as strong as she had hoped it would be, however, it is not below average of counterparts in other areas. The fee increase that was put into place has been helpful and she will have more information available at the next meeting. Lemke continued that Educator Ryan Swadley has been doing a lot of virtual programming. He is able to provide the flexibility teachers want and in the last quarter of 2020 about 250 local students were served by virtual programming. In January 2021, 175 students were served by virtual programming and Lemke noted Swadley will be presenting to three different classrooms tomorrow. The best part about the virtual programming is that the scholarship fund through the Foundation which had previously been used for on-site visitation for at-risk, is now being opened up for virtual trips as well.

Lemke also talked about the new website and said she is using Google Analytics, so the reporting is going to look a little different. She has added columns for new users and returning users and noted that the new user visits are up 80%. Supervisor Erickson complimented the website and said it is great.

Lemke also talked about the Parkaeology program and thanked Kevin Cullen and Matt Kriese for their assistance. She is proud of the program and the partnership with the Parks Department as well as the ability to approve the archeologic collection and make it publicly accessible.

From an operational standpoint, Lemke advised that the Museum recently had its fifth power outage in a year. The generator did what it was supposed to, but they had to manually turn on six different systems after the power was restored. This would have been quite problematic had the outage happened outside of business hours because there would be a risk of frozen pipes. When the outages happen in summer, the concern is humidity. Lemke has been working with Brian Johnson, Executive Director of On Broadway who has advised that the source of these outages is a powerline behind Kavarna and Pepper. Johnson is looking at ways to address this with Public Service. Lemke said her entire team knows how to triage when these outages happen.

Lemke also informed that recently a routine quarterly flow test was done on the fire suppression system and this resulted in water coming up through a floor drain and moving throughout the shop area. Lemke said her team did a great job in stopping what they were doing and cleaning the mess up. They felt this was due to a blockage in the floor drain and a plumber came in to snake out the drain. They also looked at the first floor bathroom and Lemke noted they have had issues in that area before. There were two other access points that have never been opened so the plumber opened those to clean them out and found that also was not the problem. It has now been determined that the problem is between the men's restroom and the women's restroom on the first floor. They will have to break through the tile to get to the pipe to remove the blockage. The snaking that has already happened has pushed water through the lines and there has been some leakage into some ceiling tiles which resulted in the tiles being blown out and water in the fluorescent lights. These issues were obviously not budgeted for, but Lemke is hopeful they will be covered under the Facilities budget.

Supervisor Dorff noted that a lot of schools are currently releasing students early on Wednesdays so having Explorer Wednesday should be working out great and is a great thing for families to have available to them.

Erickson mentioned the Reviving Traditional Arts of the Oneida exhibit and said an Oneida elder who is very near and dear to her has contributed to the exhibit and was very proud to be a part of it. Erickson thanked Lemke and her staff for making the exhibit so impactful and interactive. Lemke responded that one of the focuses for 2021 is to continue to build strong partnerships and build community spirit.

No action taken.

Parks Department

8. Director's Report.

Parks Director Matt Kriese talked about some programming throughout Parks and said the biathlon program is hosting its second race this weekend and conditions should be ideal. Last race they had about 22 people which was good and Kriese noted the program is drawing people from across the state to the Reforestation Camp and rifle range. The Bay Nordic Youth program continues to be going well and they use the park system every Saturday. The average attendance is about 170 youth on Saturdays and then Mondays and Wednesdays the adults host their training and programs at the Reforestation Camp. Six self-guided candlelight hikes have been held at Barkhausen and those have all sold out with attendance of 150 – 175. There is one more scheduled for February 12 and Kriese believes there is still availability for that event. Dogs are welcome at these candlelight hikes and people seem to really like that. Staff is keeping very busy throughout the park system and Kriese noted that on a recent Monday both the ball diamond parking and the boat launch parking lot were full for ice fishing.

Kriese talked about phase one of the Fairgrounds project which is the restroom and noted there has been one delay that was expected, but now there is a second delay. The County is managing this with the contractor, and it is still expected that the restrooms will be open by June 3, in time for the Green Bay auction which will be held the first weekend of June. Kriese said he is a little disheartened with the reduction of events at the Fairgrounds in the first two-thirds of the year, but he understands that with COVID this was somewhat expected.

Kriese continued talking about the Fairgrounds and said the contract for the restroom and dump station is roughly \$2.2 million dollars and then there was the design and construction management at about \$300,000 - \$350,000. He provided a handout of the northeast corner of the Fairgrounds property, a copy of which is attached, which shows where the RV sanitation dump station will be located. The map shows the area where it was hoped to have the electric station for the dump station, but Kriese was told yesterday that it will cost \$75,000 to put the electrical in the area marked as the proposed location versus placing the electrical in the area marked with an X on the map, a difference of 150 feet from the proposed location. Kriese said with that cost they have decided to keep the electrical where it is and make it work. Good news is that at this time, there will be zero storm water changes on the property, although he noted that this has not been approved by De Pere yet.

Kriese also talked about fencing at the Fairgrounds and provided a handout, a copy of which is attached. De Pere has put in their requirements for fencing and neighbors knew there would be a new fence. Kriese sent out letters to neighbors with three options for fencing and let them pick the fence they wanted. The majority was to go with a white Trex fence, and the cost is estimated to be somewhere in the neighborhood of \$100,000 for the 950 feet.

The third handout from Kriese, a copy of which is attached, shows a blue square where they intend to put in a maintenance yard. Currently there are a lot of various parts and pieces laying around outside and the Fair Board is agreeable to a maintenance yard. This last part of phase one should be put out for bid in the next several months.

Kriese continued by talking about plowing on the Fox River Trail. He recalled the county started plowing a 6 mile portion of the trail in 2017, after about 17 years of debate. The county is happy with plowing the six miles and Kriese provided a handout showing what area is plowed, a copy of which is attached. Somebody has been plowing a portion of the trail somewhere south of Heritage Road. Kriese does not know who is doing this, but he received a call recently from someone who wanted to ski the trail and was very upset that the trail had been plowed. Kriese said he had heard through the grapevine that the trail was being plowed beyond the six miles, but the county has not done any plowing beyond the six miles and does not have any contract with anyone to do that plowing so they have closed the gate. Several e-mails have been received from residents who are unhappy that the gate is locked and the trail is not plowed. Kriese said if the trail is going to be plowed, the county needs a contract as there is a risk of damage to the trail or injury to the people who are doing the plowing. He feels this issue is going to come before this committee in the coming months and there will likely be a push to plow further. The Parks standpoint is that they have a very good operation regarding plowing the portion of the trail that is used the most in the winter months. The municipalities have agreed to this and are supporters through funding. Kriese wanted to help the committee understand what is going on with the trail as it is possible Supervisors will be receiving phone calls on this.

Kriese provided a few other brief updates as follows: Pamperin Park Duck Creek Stabilization and Naturalization is posted again for bids. Parks received the final package today for the Reforestation Camp campground and that will be posted by Purchasing. Regarding the Eagles Nest, Kriese informed they are waiting for a \$330,000 pass through grant from the DNR who is waiting on their federal counterparts to get the system up and running. In the meantime, Kriese will be looking at taking \$200,000 from the boat landing fund to use with the Board's approval for demolition and to start the planning process and this may come forward in the form of a budget adjustment at the next meeting.

Kriese talked about some agreements that will likely be coming before this committee in the future including a joint municipal agreement where Brown County would manage events on the De Pere side and the county side. Approval of the formation of the Friends of the Eagles Nest will also likely be coming soon. In addition, it is anticipated the Friends of the Reforestation Camp Trails will be asking for funding to be used for rerouting the trails around the campground and they are also looking at better environment stewardship of the property and rerouting some other trail sections out of wetland areas.

Kriese concluded by distributing a handout, a copy of which is attached, from the State of Wisconsin Department of Tourism and said it highlights what his department does on a daily basis.

No action taken.

NEW Zoo and Adventure Park

9. Director's Report.

NEW Zoo and Adventure Park Director Neil Anderson addressed the committee. He informed the final attendance number for 2020 was 130,454 which is about 63% of the year before. Overall with COVID, Anderson feels the Zoo did pretty good. Gift shop sales were down from previous years as were concession sales. Zoo passes were down about \$11,000 which is pretty good given the circumstances of 2020. The November and December numbers for 2020 were up. January numbers for this year are 3,199 compared to 1,414 last year.

Anderson continued that they made a number of animal moves in January including bringing in a red panda from the Columbus Zoo. This red panda will join three others and Anderson hopes to see some baby red pandas in the spring. They also moved three river otters to a zoo in North Dakota and in return received a pair that were brought back to the NEW Zoo. Anderson is hoping that once the pair gets used to their new surroundings, they will produce some otter pups. As soon as the cold snap is done the new otters will be out on exhibit. Anderson continued that the Zoo's curator will be going to the Lincoln Park Zoo next week to pick up a female snowy owl to go with the male currently at the Zoo.

With regard to the canopy tour, Anderson informed fundraising efforts are going well and the Zoo Society has authorized the contractor to come in to do finalized plans in March. At that time they will look at the funds that have been raised and Anderson is hopeful there will be enough to run the canopy tour from the Adventure Park all the way through the Zoo and around the snow monkey exhibit. In addition, they may be able to do some aerial trails for the animals.

Anderson continued that the Zoo recently received an anonymous donation in the amount of \$200,000. The donor's intention is that the money be used for Zoo operations, not things like construction or new exhibits. Last year's fund balance was about \$776,000 and the Zoo had a revenue loss last year of about \$550,000 which will leave about \$200,000 in the fund balance and this anonymous donation will really help things out and was a great way to start the year.

Anderson concluded by informing that the college interns have started and they currently have interns for education, animal care and marketing.

No action taken.

Library

10. Library Report/Director's Report.

a. COVID-19 response update/re-opening plan status.

Library Director Sarah Sugden and Library Financial Manager Linda Chosa addressed the committee. Van Dyck thanked Sugden and her staff for the work they have put in to host committee meetings at the Library. He appreciates the work and the hospitality. Sugden said she and her staff are proud to be part of the Brown County team and are willing and happy to do whatever they can to help keep the team running. She continued that they are really excited about their new brand and their visual identity and is very pleased and proud to feature local residents in the Library's bookmark campaign. Sugden said this new identify feels like the right step in continuing to move things forward. She also wanted to be sure the committee knows they are working on gathering statistics that will be included in the annual report that is required by the Department of Public Instruction. These statistics will be brought forward to this committee, the Library Board and the Nicolet Federated Library System when they are complete. Sugden continued that the Library is a tax form distribution site and they are happy to provide this service to the community, knowing that many other places that had distributed tax forms in the past no longer do so.

Sugden also said they will be introducing several new charging lockers where people will be able to charge their personal phones, laptops and other devices while the device remains in a secure locked location. These charging lockers were made possible by funding from the United Way.

Sugden concluded by indicating there are several meetings scheduled this week with architects to talk about the proposed County Board chambers project which would convert space in the lower level of the Library into a space for the Board to hold their monthly meetings. She will continue to keep the committee updated on this.

Van Dyck asked Sugden to talk about some of the consultants that have been engaged through the generosity of the Library Foundation. Sugden responded they were able to bring in a team of architects and engineers to do a full facility assessment. They had done this in 2011 or 2012, but that data is now too old to have confidence in and it is necessary to have accurate updated information to use in determining what the facility needs are. This information will be sublimely useful and will inform the Library Board's decision regarding facility needs throughout the library system and how to best use the sales tax money that will be available to meet the needs.

Erickson mentioned the hydroponic gardens that are planned at the Library and Sugden responded they are very excited about them and it will be a great enhancement to the edible garden they already have outside.

No action taken.

Action Items

11. **Request for Approval – Project #2404 - Bid award for Barkhausen Viewing Platform to The Reese Group for \$25,084.**

Motion made by Supervisor De Wane, seconded by Supervisor Dorff to approve the base bid and alternate bid of The Reese Group in the amount of \$25,084.00 for Project Number 2404. Vote taken. MOTION CARRIED UNANIMOUSLY

12. **Resolution to Authorize Brown County to Apply to Retain Its “Bird City Wisconsin” Recognition Status and to Recognize International Migratory Bird Day.**

Motion made by Supervisor De Wane, seconded by Supervisor Lefebvre to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

13. **Request for Approval – Project #2411 - Replacement of Pump Station at Golf Course, bids result to be handed out at meeting.**

Motion made by Supervisor De Wane, seconded by Supervisor Dorff to approve the base bid of Midwest Well Services, d/b/a Pumpstation Professionals in the amount of \$195,370.00 for Project Number 2411. Vote taken. MOTION CARRIED UNANIMOUSLY

Other

14. **Such other matters as authorized by law. None.**

15. **Adjourn.**

Motion made by Supervisor Dorff, seconded by Supervisor Erickson to adjourn at 6:41 pm. Vote taken. MOTION CARRIED UNANIMOUSLY

Respectfully submitted,

Therese Giannunzio
Administrative Specialist



This is a custom map created by an online user of GIS map services provided by Brown County, Brown County WI

Part of Brown County WI

Map printed on 1/21/2021

1:480
 1 inch = 40 feet*
 1 inch = 0.00758 miles*
 *original page size: 8.5"x11"
 Appropriate format depends on zoom level

- Parcel ownership key**
- Parcel line
 - Right of Way line
 - Meander line
 - Lines between deeds or lots
 - Historic Parcel Line
 - Vacated Right of Way
 - Parcel Boundary
 - Condominium
 - Gap or Overlap

✓ "hooks" indicate parcel ownership crosses a line

SC-190-2 Parcel ID Number
 2880257 Document Number
 0.814 AC Area of parcel
 279.8' Line Distance
 3547 Address

A complete key (legend) is available at: <https://tinyurl.com/BrownDogKey>



(920) 448-6480
maps.gis.co.brown.wi.us

Fox River Trail

CURRENT STATE:

MUNICIPALITIES:

CITY GREENBAY

~PLOWED~
MUNICIPAL AGREEMENT
(~6 MILES)

AVG. COST OVER
FOUR YEARS =
\$8,704
PER MILE AVG. = \$1,451

NO WINTER
MAINTENANCE
(~8 MILES)

SNOWMOBILE
(~6 MILES)

Brown County
Fairgrounds

172

VILLAGE ALLOUEZ

HERITAGE RD

CITY DE PERE

ROCKLAND RD

2 MILES

OLD MARTIN RD.

TOWN ROCKLAND

WRIGHTSTOWN RD

TOWN WRIGHTSTOWN

MILL RD

TOWN HOLLAND

Wrightstown
Boat Landing

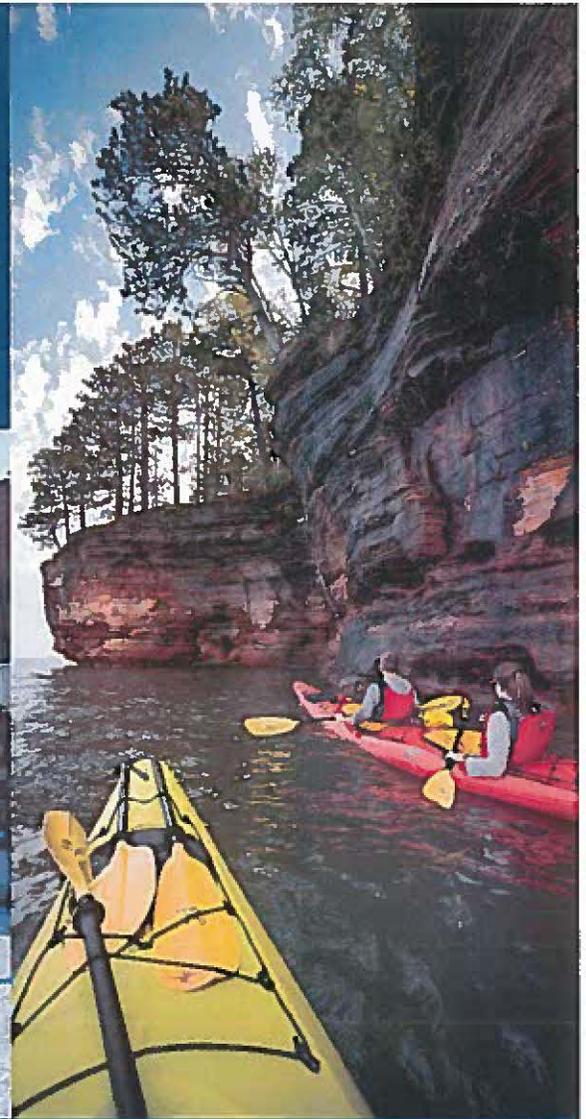
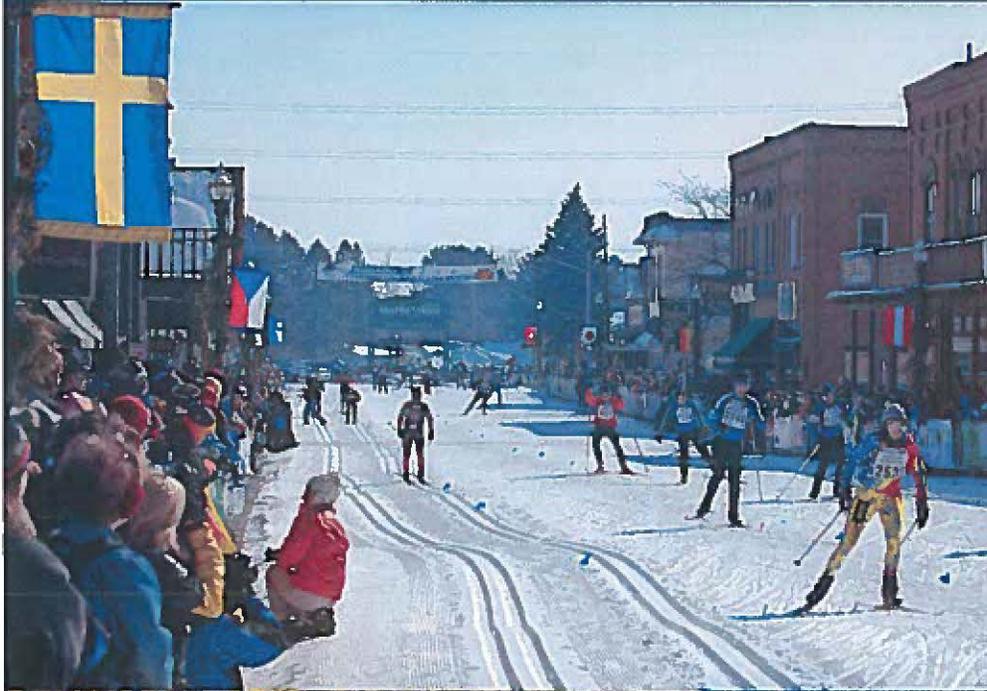
Legend

- Trail
- County Parks
- Municipal Boundaries



8

Outdoor Recreation: A Top Driver of Wisconsin's Economy



WISCONSIN
— OFFICE OF OUTDOOR RECREATION —

**HEADWATERS
ECONOMICS**
Independent Wisconsin State Research

WISCONSIN
— DEPARTMENT OF TOURISM —

Fall 2020



A note from the Director

Outdoor recreation runs deep in the Wisconsin story—from the early development of the Northwoods as an outdoor vacation destination to the hatching of one of the world’s leading bicycle manufacturers. Wisconsinites have long known the state has something special outside that adds to our quality of life. But it is much more.

It is with anticipation we present this report analyzing the critical contributions of outdoor recreation to Wisconsin’s economy. Prepared by Headwaters Economics, a leading independent, nonpartisan, nonprofit research group, this report illustrates how outdoor recreation is more than just a fun thing to do. In the following pages, you will learn how outdoor recreation is a major economic driver—from tourism to manufacturing to retailers and outfitters—and supports tens of thousands of jobs. Outdoor recreation, built from the foundation of our beautiful natural assets and their responsible management, truly means business in Wisconsin.

The Wisconsin Office of Outdoor Recreation was founded with bipartisan support in recognition of this economic

significance. It is the vision of the Office to see Wisconsin claim its identity as a top outdoor recreation state for residents, visitors, and businesses. To accomplish this, we will uplift the industry and align partners around four key tenets, as defined below, to realize the full potential of the outdoor recreation economy.

Now, presented with the challenges and uncertainties resulting from the COVID-19 pandemic, this work has never been more important. The outdoor industry has a critical role to play in our economic recovery. As you read the report, you may be surprised by the strength of the outdoor recreation economy, and I hope the opportunities for the future leave you eager to join us in our work to support and grow the outdoor recreation sector for a thriving Wisconsin.

Mary Monste Brown, Director
Office of Outdoor Recreation
Wisconsin Department of Tourism

More than just a bike ride:

Outdoor adventure drives significant economic activity across diverse economic sectors.

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.

BROADER ECONOMIC BENEFITS

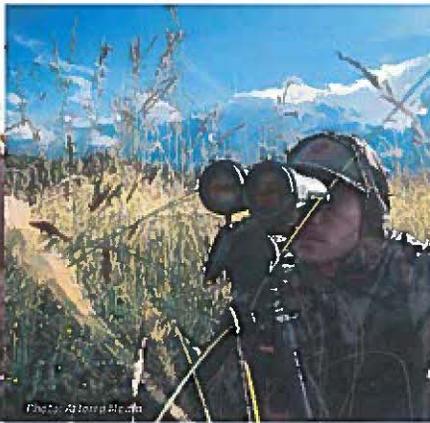
Public health. Research shows that when people live close to trails and greenspace, they tend to be more physically active. This can reduce incidence of cardiovascular disease, cancer, mortality, and childhood obesity—saving lives as well as public health costs.¹

Community cohesion. Participation in nature-based activities is often social, bringing together diverse members of the community and enhancing a sense of place. Research shows a connection between time spent in nature and reduction in crime, saving public safety costs.²

Ecosystem services. Areas open for public recreation are often ecologically important: in addition to supporting diverse plants and animals, these places provide flood control, water and air filtration, and carbon sequestration, providing millions of dollars in value to Wisconsin.³

¹Outdoor Recreation: A Top Driver of Wisconsin’s Economy





Wisconsin's outdoor recreation economy contributes \$7.8 billion to GDP.

The outdoor recreation economy contributes \$7.8 billion, or 2.4%, to Wisconsin's GDP.⁴ For perspective, the outdoor recreation economy's contribution to GDP is larger than the size of the GDP contribution from mining and farming combined.⁴⁴



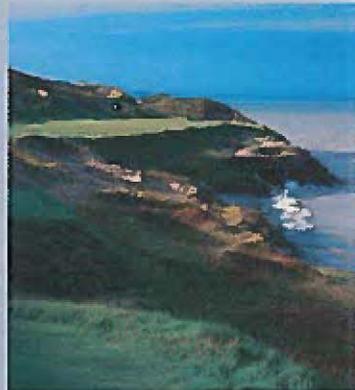
The outdoor recreation economy is growing faster than the overall state economy: between 2012 and 2017, GDP from outdoor recreation grew by 12%⁴ while overall state GDP grew by 7%.⁴

MANY ACTIVITIES CONTRIBUTE TO WISCONSIN'S OUTDOOR ECONOMY.

The largest contribution to state GDP is from nature-based activities, led by motorcycling and ATVing, boating/fishing, RV-ing, and bicycling.⁴

Beyond nature-based outdoor recreation activities, other outdoor recreation activities that contribute to state GDP include field sports, game areas (includes golf and tennis), guided outfitting and tours, and festivals and sporting events.

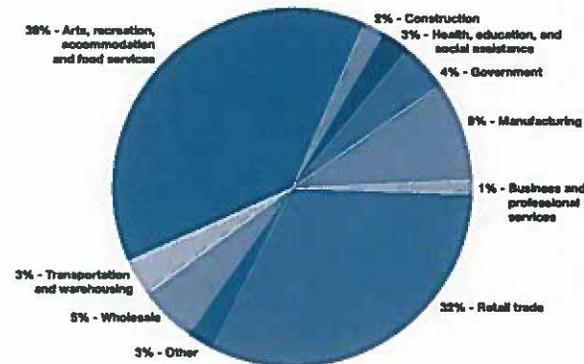
WISCONSIN GROSS OUTPUT (SALES AND RECEIPTS) BY ACTIVITY:⁴



Outdoor recreation helps attract and retain professionals, directly supporting jobs across diverse economic sectors.

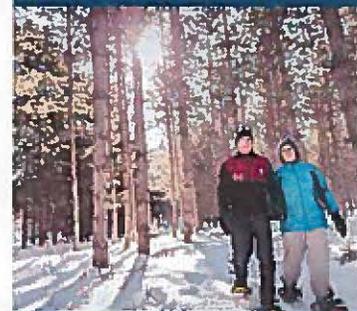
The outdoor recreation economy in Wisconsin is diverse, employing people in a variety of sectors in both rural and urban areas. These jobs would not exist were it not for the outdoor recreation industry.

OF THE 93,000 PEOPLE EMPLOYED IN OUTDOOR RECREATION IN THE STATE:⁴



"We recruit new employees from all over the world and often the ones who choose to relocate and work for Organic Valley care about people, animals, and the environment. Our rural setting exemplifies this and enables our employees to pursue their personal and professional passions of a more sustainable world."

Eric Hastings,
Director of Work-place Services,
Organic Valley, La Farge, WI



"As we continue to grow our healthcare community in northern Wisconsin, attracting excellent clinicians has been critical to our success. The access to trails right on the property is something that very few organizations can offer their employees. It is difficult to imagine a better scenario for those who love outdoor recreation."

Luke Beirl, CEO Hayward Area Memorial Hospital, Hayward, WI



Photo: St. Croix Road

Wisconsin is a national powerhouse in outdoor recreation manufacturing.

Manufacturing is an essential part of the outdoor recreation economy in Wisconsin, providing 9 out of every 100 jobs related to outdoor recreation in the state.⁶ Many prominent outdoor companies are based in Wisconsin, including Johnson Outdoors, Trek Bicycles, Harley-Davidson Motorcycles, and numerous others.

Manufacturing jobs are particularly valuable because, on average, they pay 19% higher wages than the rest of the economy.⁷ In 2017 the Bureau of Economic Analysis of the U.S. Department of Commerce estimated that 8,378 people working in manufacturing in Wisconsin were part of the outdoor economy.⁸ Collectively the compensation (salaries plus benefits) for these workers totaled just under \$887 million dollars, which translates to \$105,853 per employee.⁹

OUTDOOR RECREATION PROMOTES RURAL ECONOMIC DEVELOPMENTS.

Wisconsin's outdoor recreation opportunities are a competitive economic advantage for the state. Studies have shown that access to outdoor recreation and an outdoor lifestyle attract and retain local citizens; draw entrepreneurs who locate their business for quality-of-life considerations; and serve as an advantage for business owners to attract talented employees.¹⁰ These competitive advantages benefit both rural and urban areas—in Wisconsin many outdoor recreation manufacturing businesses are located in rural communities.

WISCONSIN RANKS 5TH among U.S. states for the share of all jobs that are in outdoor recreation-related manufacturing.⁶



Photo: Vortex Optics



17% of Wisconsin's outdoor recreation related GDP comes from bicycling, motorcycling, and ATVing, more than twice the share in any other state.⁶ This is due in large part to manufacturers like Harley-Davidson and Trek.



Photo: Trek Bicycles



Photo: Trek Bicycles

"Basing our global headquarters in Wisconsin provides Trek the opportunity to recruit world class talent and employees with a strong work ethic, as well as access to excellent road and mountain biking right out the back door."

Bob Burns,
Vice President, Trek Bicycles,
Waterloo, WI





Diverse outdoor recreation activities bring in billions of dollars year-round.

SUMMER	FALL	WINTER	SPRING
 Anglers spend \$1.5 billion fishing in Wisconsin annually. ¹¹	 Waterfowl hunters spend \$19 million on trips and equipment annually. ¹¹	 Snowmobilers spend \$250 million on trips annually. ¹²	 Bicyclists in Wisconsin spend an estimated \$534 million annually on trips in the state. ¹³
 61% of Wisconsinites have boated in the past year. ¹⁴	 ATV riders spend \$295 million on trips annually. ¹⁵	 The world's largest on-snow fat bike race is hosted in Wisconsin's Northwoods. ¹⁶	 Wildlife watchers spend a total of \$1.5 billion annually. ¹⁷

OUTDOOR RECREATION IS A TOP REASON PEOPLE VISIT WISCONSIN.*

- Over 40,000 people from around the world travel to Hayward to participate in or watch North America's largest Nordic ski race, the American Birkebeiner.¹⁸
- Participants in non-motorized events like cross-country skiing, mountain biking, and running races in Ashland, Bayfield, and Sawyer counties spend about \$14.7 million per year. Many participants in events return to the area later in the year.¹⁹
- The Kickapoo Water Trail attracts 16,000 paddler visits a year that generate \$1.2 million.²⁰
- The Chequamegon trail system in northern Wisconsin attracts 25,000 mountain biking trips, resulting in more than \$7 million in economic impact for the area.²¹
- Each year there are more than 17 million visits²² to Wisconsin's state parks, creating more than \$1 billion in spending each year.²³
- The 47-mile Cheese Country Trail—an ATV/UTV trail in southwestern Wisconsin—attracts 98,000 visits that create more than \$15 million in spending in the area.²⁴

Outdoor Recreation: A Top Driver of Wisconsin's Economy

Wisconsin's outdoor offerings make it a world-class recreation destination.

- Wisconsin has endless water recreation opportunities: over 15,000 inland lakes, 43,000 miles of river shoreline, and 650 miles of Great Lakes shoreline.²⁵
- Wisconsin is home to 2 of the 11 National Scenic Trails in the U.S.: the 1,200-mile Ice Age Trail and the 4,600-mile North Country Trail, 200 miles of which cross northern Wisconsin.²⁶
- More than 20% of the state—7.5 million acres—is open to public access, with abundant four-season recreation opportunities.²⁷
- County forests comprise 2.4 million acres, making them the largest public land holding in the state.²⁸

Now more than ever, the outdoors is essential for Wisconsin.

While the COVID-19 pandemic's long-term impacts to Wisconsin are unknown, two things are clear: the outdoors is critical to health and well-being, and the recreation industry is poised to help lead economic recovery.

Getting outside has never been more important. Wisconsin's outdoors provide wide-open spaces where people can responsibly distance while enhancing physical, mental, and social well-being. Since the onset of the COVID-19 pandemic, people are seeking outdoor experiences in unprecedented numbers.

Even though Wisconsin's economy was hit hard by the COVID-19 pandemic, the state's outdoor recreation industry is seeing the economic impact of this amplified interest. Many businesses were greatly limited by changing recommendations, but those able to respond report increased demand for products, gear, and services.

BY SPRING 2020:

- 371% increase in searches for hikes and trails on TravelWisconsin.com²⁹
- 24% increase in sales of Wisconsin ATV trail passes³⁰
- 100% increase in first-time buyers of Wisconsin fishing licenses³¹
- 18% more weekend visitations to Wisconsin state parks³²
- 70% increase in national boat sales³³
- 121% increase in national sales of leisure bikes³⁴
- 10.8% increase in national RV sales³⁵

Outdoor Recreation: A Top Driver of Wisconsin's Economy



**WISCONSIN IS A LEADER IN
OUTDOOR RECREATION.**



Wisconsin was the 14th state – and one of the first in the Midwest – to create an Office of Outdoor Recreation.¹⁰ As more states add offices, competition to capture the economic potential of outdoor recreation is growing. The office is connecting industry, government, and community partners to collaborate, share resources, and identify funding sources. We are raising Wisconsin's profile as an outdoor recreation destination to help the state reach its economic potential.



\$7.8 billion is contributed to Wisconsin's GDP by the outdoor recreation industry, and it is growing faster than the overall economy.¹¹



Wisconsin ranks 5th in the U.S. for the share of all jobs in outdoor recreation-related manufacturing.¹²



93,000 jobs are supported by outdoor recreation in Wisconsin, contributing \$3.9 billion in worker compensation.¹³



95% of Wisconsin residents participate in outdoor recreation, and it is a primary driver behind visitation to the state.¹⁴

In recognition of the strength and significance of the outdoor recreation economy to Wisconsin, the Office of Outdoor Recreation was created within the Department of Tourism to uplift the sector and its partners for continued growth. As we publish this report, the COVID-19 pandemic is ongoing and the full impacts will not be known for some time. But even as we wait for that picture to crystallize, this report solidifies the strong economic foundation and the growing interest in outdoor recreation that have positioned the industry to be a leader in driving Wisconsin's economic recovery. For more information, contact:

WISCONSIN
—OFFICE OF OUTDOOR RECREATION—

WISCONSIN
—DEPARTMENT OF TOURISM—

Wisconsin Office of Outdoor Recreation
Department of Tourism

<http://industry.travelwisconsin.com/outdoorrecreation>

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This report was produced by Headwaters Economics, an independent, nonpartisan, nonprofit research group.
<https://headwaterseconomics.org>

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Tabulation Record / Intent to Award Documentation

305 E. Walnut Street, Green Bay, WI 54305 Phone: (920) 448-4040 Fax: (920) 440-4036
 Web: www.co.brown.wi.us

Project Number:	2411				
Project Name:	Replacement of Pump Station at Golf Course				
Type of Project (RFB, RFP, RFQ):	RFB				
Purchasing Representative:	Dale DeNamur				
Due Date:	February 1, 2021		11:00 AM	Location:	Brown County Clerk's Office
Opening Date:	February 1, 2021		11:00 AM	Location:	Webex Bid Opening

	CONTRACTOR	CITY, STATE	BASE BID	OPTION BID FERTIGATION SYSTEM	BIDERS PROOF RECEIVED BY 11AM ON 1/27/21	BIDDERS CERTIFICATE	BID BOND IF REQUIRED	Addenda Acknowledged?			Intent To Award
								ADD 1 - Site Visit List	ADD 2 - Bid Opening Info		
1	Sabel Mechanical	Fond du Lac, WI	\$ 208,860.00	\$ 22,803.00	Yes	Yes	Yes	Yes	Yes		
2	Midwest Well Services dba Pumpstation Professionals	Waupun, WI	\$ 195,370.00	\$ 14,960.00	Yes	Yes	Yes	Yes	Yes		

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