

TRAIL AMBASSADOR PROGRAM

Authorization: ss. 23.33(5m) and 120.370(5)(cx), Wis. Stats.

Budget: 2001-2002 Fiscal Year = \$268,000
2002-2003 Fiscal Year = \$250,000
2003-2004 Fiscal Year = \$100,000 Passage of legislation effective April
added \$150,000 = total \$250,000

Objective: The objective of this grant is to maintain and increase ATV riding opportunities in Wisconsin by:

- Promoting the public operation of ATVs safely and responsibly and in a way that it does not harm the environment or conflict with laws, rules or department policies;
- Providing support to ATV clubs;
- Collecting ATV operation data related to trail use to help establish needs and priorities;
- Increasing current and future ATV operator participation;
- Informing communities about appropriate ATV uses and the economic benefits that may be gained by bringing ATV users to the area;
- Developing, improving, and maintaining relationships with the Department of Tourism, ATV dealers, manufacturers, snowmobile clubs, and other organizations that promote the recreational use of ATVs;
- Locating, recruiting, and training additional safety instructors;
- Recruiting and training "Trail Ambassadors";
- Promoting the ATV image in a positive light so the public can form opinions about ATV use based on ethical and responsible riders.

Eligibility: An organization shall meet all of the following requirements:

- The organization is a non-stock corporation organized in this state.
- The organization promotes the operation of all-terrain vehicles in a manner that is safe and responsible and that does not harm the environment.
- The organization promotes the operation of all-terrain vehicles in a manner that does not conflict with the laws, rules, and departmental policies that relate to the operation of all-terrain vehicles.
- The interest of the organization is limited to the recreational operation of all-terrain vehicles on all-terrain vehicle trails and other areas that are off the highways.
- The organization has a board of directors that has a majority of members who are representatives of all-terrain vehicle clubs.
- The organization provides support to all-terrain vehicle clubs.

Level of Assistance: Up to 100% of available funding may be provided to one nonprofit organization meeting eligibility requirements to accomplish the objectives listed above.

Priorities: The three top priorities for this grant project are:

- Locating, recruiting, and training additional safety instructors
- Recruiting and training "Trail Ambassadors"
- Promoting the ATV image in a positive light so the public can form opinions about ATV use based on ethical and responsible riders

Eligible Types of Projects: A Statewide ATV group with a mission that meets all the objectives listed.

Applications: Applications may be obtained by contacting the DNR at the address below. Applications will only be accepted following an announcement each July.

History: This grant was established by the 2001 Legislature becoming effective September 2001. the grant was re-authorized by the Budget Bill of 2003 with a \$100,000 annual appropriation. Legislation in 2004 raised the appropriation by an additional \$150,000 to a total of \$250,000 annually.

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