Wisconsin has beautiful places, a four-season climate, healthy and diverse habitats, and citizens that care deeply about the environment and enthusiastically participate in a wide range of outdoor recreation activities.

Together, these provide the framework for identifying goals for the future.
1. Boost participation in outdoor recreation
2. Grow partnerships
3. Provide high-quality experiences
4. Improve data to enhance visitor experiences and benefits
5. Enhance funding and financial stability
### Objectives

- Increase the economic, social, and public health benefits resulting from residents’ and out-of-state visitors’ participation in outdoor recreation in Wisconsin.
- Enhance residents’ overall quality of life.

### Desired Actions

- Increase promotion and marketing of places that provide high-quality outdoor experiences.
- Continue improving the Public Access Lands maps and online mapping app.
- Continue upgrading and developing recreation facilities to meet demand.
- Evaluate visitor use at different types of public lands and waters.
- Identify and implement strategies to improve access, reduce barriers, and provide desired experiences, particularly for groups that have traditionally had lower participation rates or limited access.
- Expand efforts among federal, state, county, and local governments to coordinate and collaborate on providing recreation opportunities that leverage the unique features and facilities available at their lands and waters.
- Identify and implement programs to encourage more residents to participate in outdoor recreation, particularly as they age.
GOAL 2

Objectives

▪ Improve the effectiveness of public and private recreation providers in delivering high-quality experiences for residents and out-of-state visitors.

▪ Enhance the success of industries that manufacture outdoor recreation equipment and businesses that provide a range of facilities, retail opportunities and travel-related services associated with outdoor recreation.

▪ Facilitate support and advocacy for policies, programs and funding to enhance outdoor recreation opportunities.

▪ Integrate and coordinate SCORP, local outdoor recreation plans, and other agencies’ and organizations’ recreation plans.

Desired Actions

▪ Bring together manufacturers of outdoor gear & equipment with recreation providers to identify ways to market Wisconsin-made products and increase participation.

▪ Strengthen collaborations across public and private owners of land that provide recreation opportunities. Identify ways to provide more and enhanced participation opportunities across the collective portfolio of public and private lands.

▪ Continue building partnerships between outdoor recreation providers and the health care industry to improve residents’ physical and mental health.

▪ Cultivate collaboration between outdoor recreation groups and non-traditional partners.

▪ Increase outdoor recreation opportunities by coordinating recreation interest groups, health care providers, recreation providers, elected officials and others to collaboratively develop outdoor recreation projects.

Continue to strengthen connections and partnerships across the spectrum of agencies, organizations, and businesses with a vested interest in outdoor recreation.
GOAL 3

PROVIDE HIGH-QUALITY EXPERIENCES

Provide opportunities and settings – across the full range of public and private recreation lands – that, collectively, meet the state’s recreational needs.

Objectives

▪ Encourage participation across all types of recreation.

▪ Provide recreation opportunities that properties are well-suited to provide.

▪ Maximize compatibility and minimize conflict among and between recreational uses.

▪ Maintain and enhance the ecological health of recreation properties and enrich people’s connection with nature.

▪ Tailor recreation opportunities provided at places to match local conditions, needs, and requests.

Desired Actions

▪ Provide collections of recreation experiences that are matched to property conditions, needs and opportunities and that maximize compatibility.

▪ Identify and proactively address potential obstacles, conflicts and issues related to providing high-quality outdoor recreation experiences.

▪ Assess satisfaction of participants in a range of outdoor activities.
On an ongoing basis, gather, analyze and distribute data on recreation participation in Wisconsin and the associated economic, health and social benefits.

**Objectives**

- Improve the public’s and elected officials’ understanding of the economic, health and social benefits from public and private investments in outdoor recreation.

- Improve property managers’ and administrators’ understanding of both property-specific patterns of use and potential ways to improve visitor experiences.

- Improve public and private providers’ understanding of regional recreational demands.

- Inform the next iteration of the Wisconsin SCORP.

- Better understand the recreation facilities and amenities that draw visitors to different types of properties.

**Desired Actions**

- Develop a standard protocol to assess visitation and satisfaction that can be applied to a wide variety of outdoor recreation properties.

- Gather data at an initial set of places on numbers of visitors, activities pursued, patterns of visitation, levels of satisfaction, travel-related spending and, as feasible, other information related to property use and management.

- Apply information related to property visitation to the DNR’s property planning process for decisions related to individual properties and broader regional needs.

- In support of the development of the next iteration of the Wisconsin SCORP, assess overall outdoor recreation participation in Wisconsin and associated issues through a statewide survey.
ENHANCE FUNDING AND FINANCIAL STABILITY

Broaden and strengthen the funding sources for developing and managing outdoor recreation facilities and lands.

Objectives

• Provide a robust, long-term, and stable funding framework for outdoor recreation facilities and lands in Wisconsin.

• Identify ways for all participants in outdoor recreation to contribute equitably to the development and management of recreation opportunities.

Desired Actions

• Facilitate collaboration among federal, state, and local governments and other partners to fully utilize available LWCF and state funding to maintain, develop, and enhance outdoor recreation facilities.

• Develop and distribute materials that describe the economic, health and social values of outdoor recreation.

• Continue building and encouraging public property friends groups.

• Survey outdoor recreation participants to identify their support for different options to fund the development and operation of recreation facilities.

• Explore opportunities for public land management agencies to cooperatively develop creative funding solutions and efficiencies to meet recreation needs.
As required by federal guidelines, Wisconsin has developed an Open Project Selection Process (OPSP) that provides criteria and standards for grant selection to distribute LWCF funds. The OPSP assures equal opportunity for eligible project applicants to participate in the benefits of the LWCF State Assistance Program.

Wisconsin has developed a project selection process that evaluates and selects projects based on quality and conformance with its priority rating system. Grants cover 50% of eligible project costs. The adjacent information provides guidance for how the State of Wisconsin will utilize LWCF monies to help achieve its recreation goals and objectives.

**Wisconsin Open Project Selection Process (OPSP)**

As described in Wisconsin Administrative Code (ch. NR 50.06), Wisconsin divides its LWCF allocation between state projects and pass-through grants to local governments, school districts, and tribes. For state projects, LWCF project selection occurs via the DNR capital budget development and property planning process. Proposed projects are evaluated and prioritized on three criteria: compatibility with the property master plan, compatibility with the six-year facility plan, and available matching funds.

Local projects are selected through a competitive grant process. Applications are accepted once per year. DNR grant staff score applications on a series of criteria that reflect statutory requirements, administrative code, and program policies. Projects are awarded funds in rank order until funds are fully utilized. Program application materials are reviewed and revised annually. The DNR works closely with selected project sponsors to conduct final reviews and submit proposed grants to NPS for review. Each grant must be approved by the NPS.
LWCF Grants:

Eligible Applicants

- Towns, villages, cities, counties, tribal governments, and school districts are eligible.

Eligible Projects

- Land acquisition or development projects that will provide opportunities for public outdoor recreation.
- Property with frontage on rivers, streams, lakes, estuaries and reservoirs that will provide water based outdoor recreation.
- Property that provides special recreation opportunities, such as floodplains, wetlands and areas adjacent to scenic highways.
- Natural areas and outstanding scenic areas, where the objective is to preserve the scenic or natural values, including wildlife areas and areas of physical or biological importance. These areas shall be open to the general public for outdoor recreation use to the extent that the natural attributes of the areas will not be seriously impaired or lost.
- Land or development within urban areas for day use picnic areas.
- Land or development of nature-based recreation trails.
- Development of basic outdoor recreation facilities.
- Renovation of existing outdoor recreation facilities which are in danger of being lost for public use.

Funding Priorities

- Meet the needs of urban areas.
- Provide recreation opportunities that serve diverse populations.
- Develop facilities in areas with limited outdoor recreation opportunities.
- Provide multi-use facilities.
- Meet outdoor recreation needs identified by local communities.

See Appendix 9 for more information on grant guidance
REFERENCES

REFERENCES


26. Wisconsin Department of Natural Resources registration data.


29. Wisconsin Department of Natural Resources land records database, the Protected Areas Database (PAD-US) database (https://gapanalysis.usgs.gov/padus/), and DNR estimates.


38. https://www.wihealthycommunities.org/


See also Janke (#51 above).


59. Wisconsin Natural Heritage Inventory data. 2018.