



February 5, 2013

Mr. Patrick E. Fuller
WI Assembly Chief Clerk
17 West Main St, Room 401
Madison, WI 53703

Dear Mr. Fuller,

Pursuant to the **reporting requirements laid out in s.23.0295(3)(f), Wis. Stats.**, the Ice Age Trail Alliance is submitting this letter to both houses of the Wisconsin Legislature and the Wisconsin Department of Natural Resources.

This report and the enclosed copy of the Alliance's FY2013 report to the US Congress and FY2014 request for support detail the Alliance's work on the Ice Age National & State Scenic Trail.

Using our application as a guide, we are taking this opportunity to highlight our accomplishments measured against the five "Indicators of Project Success" that we set in our application.

1. **Recruit, supervise and retain volunteers who develop, maintain and promote the Ice Age Trail in Wisconsin:**

During 2012, the Alliance eight, large, 4-7 day statewide Mobile Skills Crew (MSC) projects (attendance averages about 175), six of which on state properties. These MSC projects logged a record 23,032 volunteer hours from 726 unique, non-repeating individuals. Volunteers responded from Wisconsin and 9 additional states.

Volunteer trainings in crew leadership, technical trail skills, chainsaw safety, first aid, CPR and food handling safety were attended by 160 individuals. In addition to these large scale projects, no less than 150 local projects are coordinated along the Trail route.

Working to Create, Support and Protect the Ice Age National Scenic Trail
Ice Age Trail Alliance

2110 Main Street • Cross Plains, WI 53528
800-227-0046 • www.iceagetrail.org

2. Build partnerships and work with no less than 6 civic organizations, 6 businesses and 6 municipalities:

These goals were met or exceeded as follows:

Businesses: Integrated Restoration, Antigo Farm and Fleet, Land Conservation Services, Custom Manufacturing, Lake States Lumber, Wilhelm Lumber

Civic groups: Aldo Leopold Foundation, Riverland Conservancy, UW – Baraboo, UW – Eau Claire, UW – Freshman orientation DLSP, Wisconsin Army National Guard, New Vision Wilderness

Government/municipalities: Village of Cross Plains, Dane County, City of St Croix Falls, City of Lodi, Town of West Point (Columbia Cty), Town of Barton (Taylor Cty)

3. Promote the protection of a corridor for the Ice Age Trail, including protecting properties for the Trail:

The Alliance staff, with the WDNR and NPS staff, participated in 16 meetings that culminated in 10 public corridor planning meetings & open houses. Alliance staff commitment exceeded 150 hours. Ten open house meetings were held and included one or more Alliance staff. The Alliance assisted in the acquisition process that led to a record 16 properties protected for the Trail in 2012.

4. Strengthen community support for the Ice Age Trail:

Each of our eight MSC projects included over 6 months of pre-project planning. Community involvement and participation are keys to the long term success of each new segment. Pre-project planning includes school groups, civic groups, church and religious groups, youth service learning programs and any other opportunities that develop. Post-project trailheads, parking lots and interpretive assets assure the Trail segment becomes a part of the community's recreational experience.

In partnership with the National Park Service, the Alliance contracted with DiscoverMediaworks to produce a children's program "Into the Outdoors" dedicated to teaching them about the Ice Age Trail. In addition to the 30 minute program, 4 educational topicals were developed for use by teachers anywhere in the state.

5. Promote tourism with no less than six state or regional tradeshows:

The Alliance participated in 7 tradeshows: Midwest Renewable Energy Fair, Midwest Mountaineering Spring and Fall expos, Madison Garden Expo, Milwaukee Sport Show, National Outdoor Retailer trade show in Salt Lake City, UW-Eau Claire Career Fair, Canoeacopia.

As lead partner of the Ice Age Trail Discover Wisconsin television series, we committed to a 4 year program of one episode each year at a cost of \$36,000/episode. The Trail was divided into 4 segments and we then partnered with 4 communities in each

episode. In 2012; Baraboo, Verona, Whitewater and Janesville were linked with a theme of "connecting communities". Episode #3 is currently in final production and will debut on April 12, 2012.

Results from our 2012 Department of Tourism Joint Effort Marketing Grant Project identify 1,252,685 citizens as annual that users of the Ice Age Trail. Further and most enlightening is that the Trail has a direct economic benefit to the State of over \$113 million.

We are very proud to report our successes each year. In 2012, the Alliance provided a match that exceeded \$400,000. The Conservation Capacity Grant to the Ice Age Trail Alliance is a sound investment and critical to our ability to leverage these funds to the benefit of the State.

We welcome any further questions or requests.

Sincerely,

A handwritten signature in blue ink, appearing to read "Mike Wollmer". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Mike Wollmer

Executive Director