

Chippewa County Outdoor Recreation Plan Update
Steering Committee Meeting #1
February 16, 2023

The meeting was called to order by C. Straight (WCWRPC) at 6:00 p.m. Steering Committee members present were J. Amundson, S. Armstrong, T. Belohlavek, J. Boos, V. Christianson, F. Dusick, J. Fox, D. Hauser, D. Hladilek, S. Jasper, P. Krumenauer, D. Liske, B. Sakaska, and S. Tempski.

Agency staff advisors present were L. Profaizer and C. Straight (WCWRPC), M. Hansen, L. Schweikert (LCFM), and J. Schemenauer – Recorder (LCFM).

County Board supervisors present were C. Bomar, D. Gullickson, and K. Schmitt.

Others present, as identified, were A. Bohl and J. & P. Kobinsky.

Item #1 – Welcome and Introductions

C. Straight welcomed the group.

Each committee member introduced themselves and the organization that they represent.

Item #2 – Plan Scope & Process

C. Straight presented an oral report. The report was supported by the following materials:

1. Power Point report titled: Chippewa County Outdoor Recreation Plan Update 2023-2028, February 16, 2023, (WCWRPC – copy on file & attached). He went through *Section II. Plan Scope & Process* of the report.
2. Timeline titled: Project Timeline, (WCWRPC – Distributed 2/9/23 – copy on file & attached).
3. Handout titled: Outdoor Recreation Planning & Related WDNR Grants, (WCWRPC – Distributed 2/9/23 – copy on file & attached).

There was general discussion about the timeline and funding sources available.

Item #3 – Community Trends

L. Profaizer presented *Section III. Community Trends* of the Power Point report. The section provided demographic and land use information regarding Chippewa County. The section also provided sports and leisure market potential for the County.

Item #4 - Issues & Opportunities

C. Straight presented *Section IV. Issues & Opportunities* of the Power Point report.

The Committee shared issues they feel are important to their organization to be included in the Outdoor Recreation Plan update.

The issues were as follows:

1. Improve marketing.
2. Warming house and maintenance shed at Hickory Ridge.
3. Identify hunting areas/location.
4. Update swimming/beach improvements/fishing dock at Otter Lake.
5. Comprehensive recreation map.
6. Trailhead parking/lighting/bathrooms.
7. Information for youth opportunities/connect youth with program opportunities.
8. Engage schools to promote/facilitate outdoor recreation.
9. Water quality planning and efforts.
10. Invite Villages/Towns/Cities to participate in update.
11. Horse trail parking improvements.
12. Open more routes.
13. Identify and map shoreline fishing areas.
14. Increase broadband in areas and provide paper maps of trails.
15. Invasive species control.
16. Dark sky friendly policies.
17. Sharing information.
18. Emergency medical plan.

There was general discussion on the issues presented.

Item #5 – Public Opinion/Use Survey

L. Profaizer presented *Section V. Public Opinion/Use Survey* of the Power Point report and examples of surveys the WCRPC has completed for Outdoor Recreation Plan updates for Barron County, the City of Chippewa Falls, and the Village of Fall Creek, (WCWRPC – Distributed 2/9/23 copy on file & attached).

There was general discussion on the survey. Suggestions were made to:

1. Have several general questions to start the survey and if participants would like, include additional, specific questions to complete.
2. Include frequency of use in the survey.

3. Send survey to landowners from out of the area that utilize the trails/parks/campgrounds.
4. Include economic questions in the survey.

C. Straight indicated that they will draft a survey, based on the Committee's input, and provide to the Committee for their response and comments. They will make any suggested changes and then go live with the survey.

Item #6 – Next Steps

L. Profaizer indicated that WCWRPC will reach out to the Villages/Towns/Cities regarding their interest in participating in the plan update.

The next Committee meeting will be held in June or July of 2023.

The meeting was adjourned at 8:06 p.m.

CHIPPEWA COUNTY

OUTDOOR RECREATION PLAN UPDATE 2023-2028



FEBRUARY 16, 2023



I. INTRODUCTIONS

About WCWRPC



Chris Straight, Senior Planner

Landon Profaizer, Associate Planner

RPC's created under §66.945 (now §66.0309)

Nine RPC's in Wisconsin

WCWRPC established March 22, 1971, by executive order of Governor Patrick Lucy

I. INTRODUCTIONS

Introduce yourself

Why are Chippewa County parks and outdoor recreation opportunities important to you?

II. PLAN SCOPE & PROCESS

a. Plan Scope

- Update the 2010-2015 Chippewa County ORP
- Key Plan Components:
 - ✓ conditions, trends, & inventory
 - ✓ needs assessment & other plans
 - ✓ goals and policies/recommendations
 - ✓ implementation plan (improvements, costs, resources, timing)

II. PLAN SCOPE & PROCESS

a. Plan Scope

- Focus on public-owned outdoor recreation facilities
- Generalized inventory should encompass all private & public in order to assess if supply meets demand; no detailed inventory or assessment of non-county assets unless participating c/v/t
- 5-year action plan... what might you want to do (or need grant dollars for) in next 5 years? More strategic, than long-term.
- Specific inventory & assessment for County facilities; no engineering, detailed cost est., or master planning (*may recommend such*)

II. PLAN SCOPE & PROCESS

a. Plan Scope

- Limited discussion of parks management, though may touch upon marketing and branding
- Inviting cities, villages, and towns to participate... will have own sections, but share the overall ORP goals and general recommendations (*excl. City of Stanley, Village of New Auburn, City of Chippewa Falls – due to recently completed plans*)
- County providing some mapping support

II. PLAN SCOPE & PROCESS

a. Plan Scope

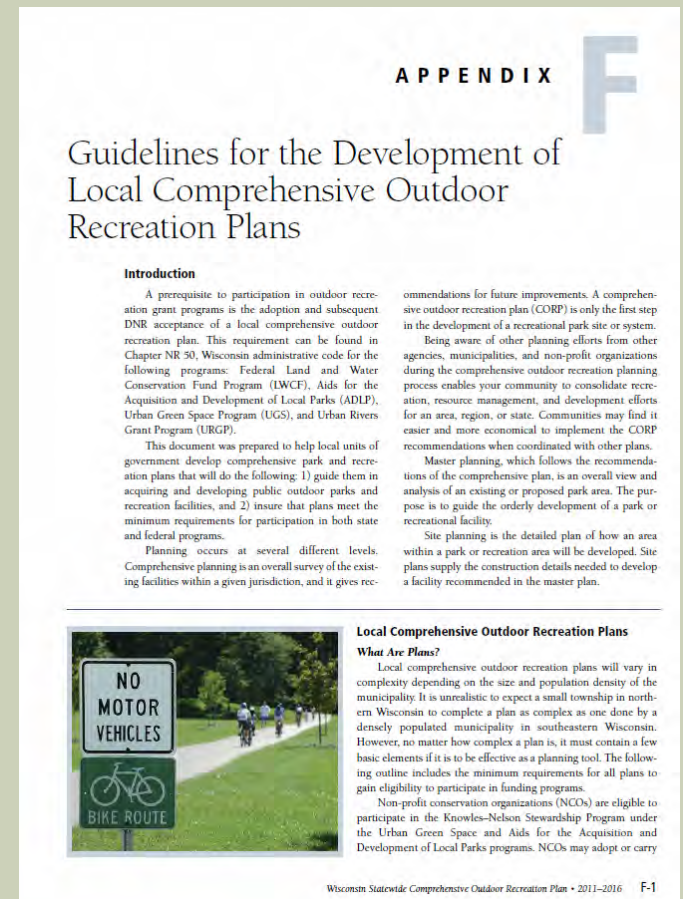
Reference related plans, esp. multi-jurisdictional, but don't duplicate...

- Chippewa County Forest Comprehensive Land Use Plan, 2021-2035
- Chippewa County Bike & Ped Plan, 2019
- Chippewa-Eau Claire Metropolitan Area Bike & Pedestrian Plan, 2017
- Chippewa Falls, New Auburn & Stanley ORPs
- Chippewa County Parks Master Plan, 2015

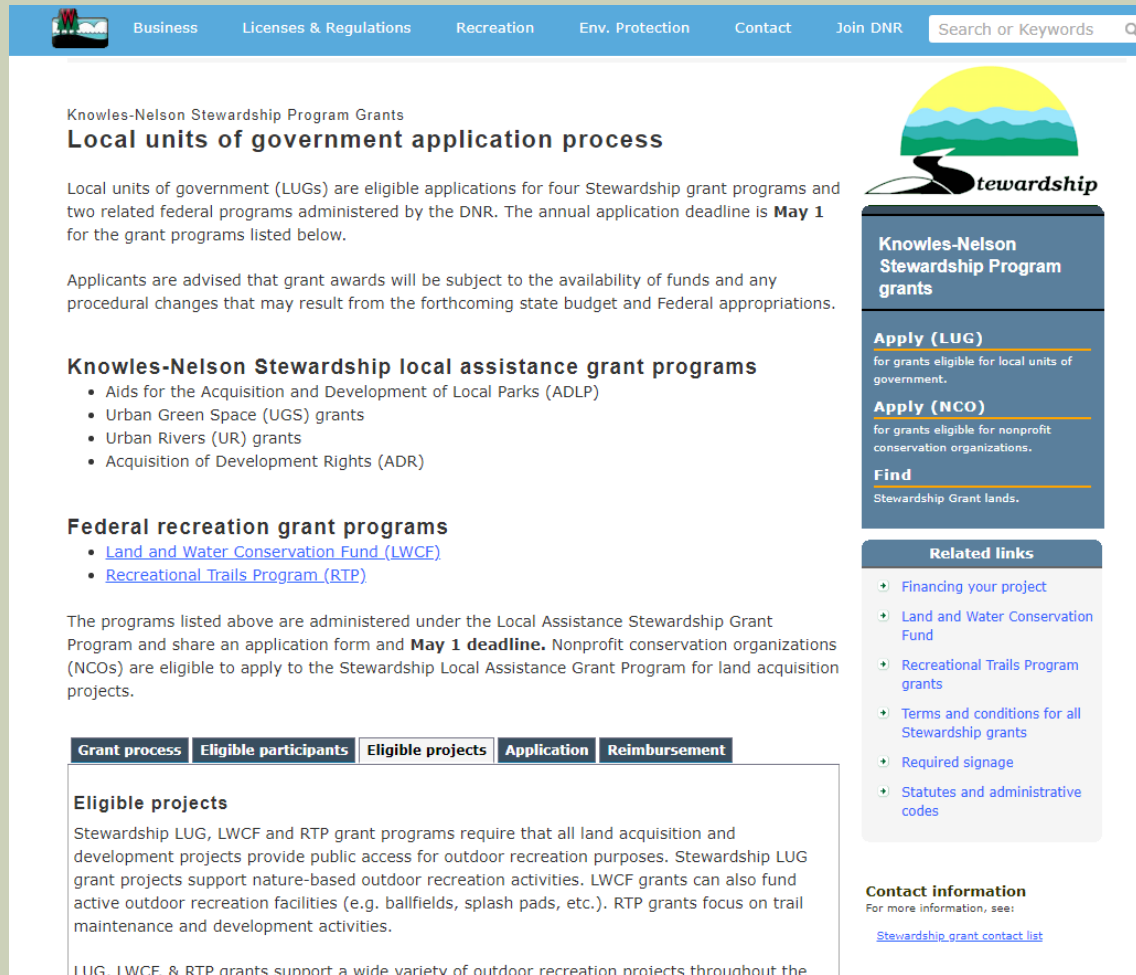
II. PLAN SCOPE & PROCESS

a. Plan Scope – Must Be Approved by WDNR

- A qualifying ORP updated within last 5 years is a prerequisite for WDNR Stewardship Grants.
- 7 pages of guidelines
- RPC to work with WDNR CSS for review and approval



II. PLAN SCOPE & PROCESS



The screenshot shows the website for the Knowles-Nelson Stewardship Program Grants. The header includes navigation links: Business, Licenses & Regulations, Recreation, Env. Protection, Contact, and Join DNR, along with a search bar. The main content area is titled 'Knowles-Nelson Stewardship Program Grants' and 'Local units of government application process'. It explains that Local Units of Government (LUGs) are eligible for four Stewardship grant programs and two related federal programs administered by the DNR. The annual application deadline is May 1. Applicants are advised that grant awards will be subject to the availability of funds and any procedural changes that may result from the forthcoming state budget and Federal appropriations.

Knowles-Nelson Stewardship local assistance grant programs

- Aids for the Acquisition and Development of Local Parks (ADLP)
- Urban Green Space (UGS) grants
- Urban Rivers (UR) grants
- Acquisition of Development Rights (ADR)

Federal recreation grant programs

- [Land and Water Conservation Fund \(LWCF\)](#)
- [Recreational Trails Program \(RTP\)](#)

The programs listed above are administered under the Local Assistance Stewardship Grant Program and share an application form and **May 1 deadline**. Nonprofit conservation organizations (NCOs) are eligible to apply to the Stewardship Local Assistance Grant Program for land acquisition projects.

Grant process	Eligible participants	Eligible projects	Application	Reimbursement
Eligible projects Stewardship LUG, LWCF and RTP grant programs require that all land acquisition and development projects provide public access for outdoor recreation purposes. Stewardship LUG grant projects support nature-based outdoor recreation activities. LWCF grants can also fund active outdoor recreation facilities (e.g. ballfields, splash pads, etc.). RTP grants focus on trail maintenance and development activities. LUG, LWCF, & RTP grants support a wide variety of outdoor recreation projects throughout the				

Knowles-Nelson Stewardship Program grants

- Apply (LUG)**
for grants eligible for local units of government.
- Apply (NCO)**
for grants eligible for nonprofit conservation organizations.
- Find**
Stewardship Grant lands.

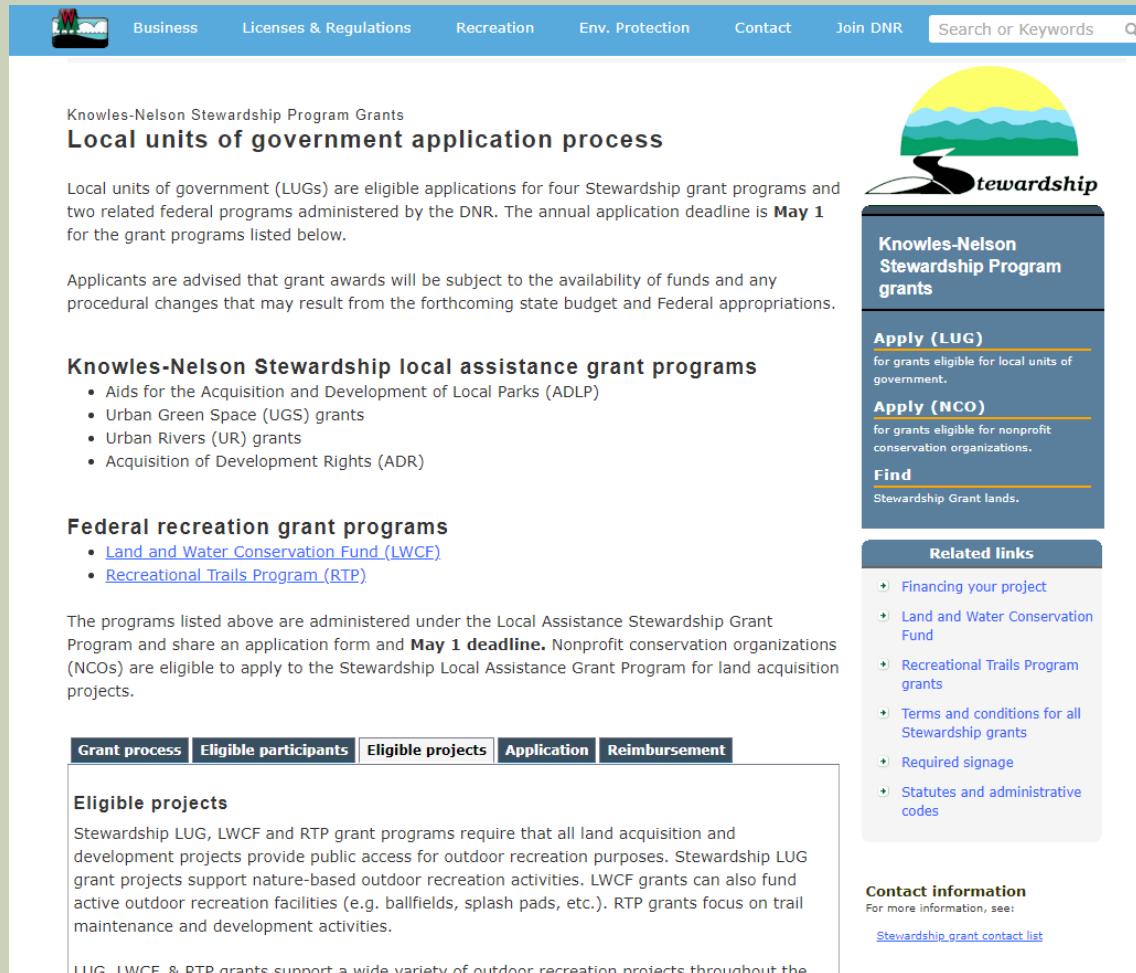
Related links

- [Financing your project](#)
- [Land and Water Conservation Fund](#)
- [Recreational Trails Program grants](#)
- [Terms and conditions for all Stewardship grants](#)
- [Required signage](#)
- [Statutes and administrative codes](#)

Contact information
For more information, see:
[Stewardship grant contact list](#)

- 4 Stewardship grants for nature-based outdoor
- LWCF may fund active outdoor
- RTP for trails
- Provide public access
- 50% cost share
- 3x LUG applicants than funding in past
- Project should be in an ORP, especially LUG applications

II. PLAN SCOPE & PROCESS



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- K-N Stewardship LUG Grants have a May 1st deadline.
- NCOs may apply for grants to help fund land acquisition & conservation easements for nature-based outdoor rec; Mar 15 & Nov 19 deadlines
- ORP is not a pre-req for Motorized Stewardship Grants/ATV or Snowmobile funding; April 15 deadline

II. PLAN SCOPE & PROCESS

For each
major
County
facility

Overview with additional
descriptive text and
recommendations; some
parks may be 2-3 pages

15. VETERAN'S MEMORIAL PARK CAMPGROUND

ADDRESS: 2125 13-12 ½ Ave., Cameron, WI 54822

PARK TYPE: Community/Regional

KEY FUNCTION: Campground

PRIMARY USES

This area is primarily used for camping, boating, fishing, hiking trails, picnicking, family gatherings, and reunions.

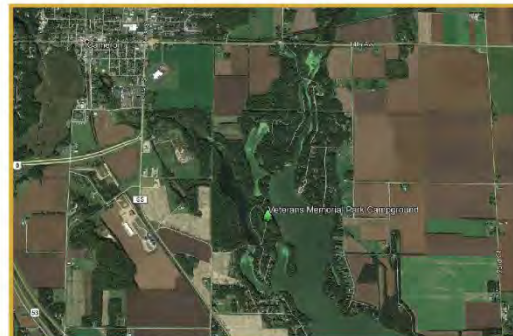
KEY FEATURES

The park is located 2 miles south of Cameron on the western bank of Prairie Lake. The park features several modern amenities and facilities for camping and lake recreation.

Facilities include a coin operated shower, restrooms, playground, picnic shelter, boat landing, fish cleaning house, self-service dumping station, and a caretaker in residence. Hiking trails at this park are also a popular recreation activity.

FACILITIES & AMENITIES

- » Showers and restrooms
- » 29 campsites
- » Picnic shelter and tables
- » Fire pits and charcoal grills
- » Hiking trails
- » Playground equipment
- » Boat landing/dock



PLANS OR RECOMMENDATIONS	COST ESTIMATE	TIME FRAME
Trail bridge maintenance/improvements and boardwalks.	\$20,000	3-5 yrs
New dock planned for 2019 (consider boat docks for individual campsites, site improvements needed).	\$200,000	5-10 yrs
RV/ATV campground and sites.	\$150,000	5-10 yrs
Removal/treatment of Garlic Mustard invasives.	N/A	Ongoing

AGREEMENTS/PARTNERSHIPS FOR USE, MANAGEMENT OR PROGRAMMING

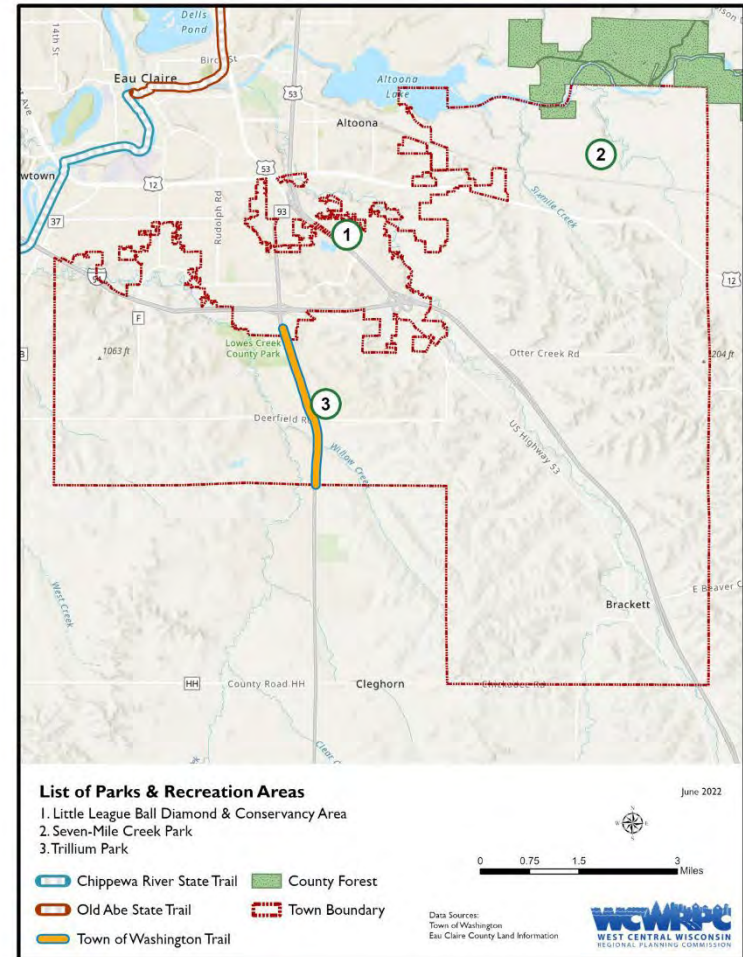
This recreation area is maintained by Barron County Maintenance, Parks & Recreation Department.

II. PLAN SCOPE & PROCESS

Each participating city, village, & town...

- letter agreement w/ RPC
- 4-8 page section (*less robust than a standalone plan*)
- facility inventory
- brief demand assessment
- recommendations
- action plan
- parks & rec areas map

Map 29. Town of Washington Parks and Recreation Areas



II. PLAN SCOPE & PROCESS

b. Planning Process & Timeline

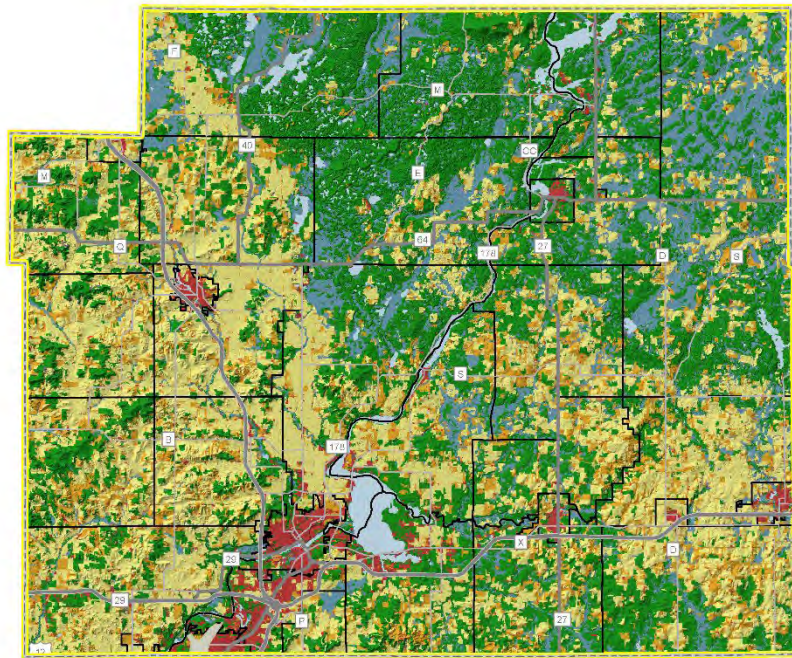
- Working with County staff on updating park inventory, maps, and staff recommended improvements
- Online public survey & c/v/t input or changes
- 2 more steering cmte meetings
- WDNR reviews draft plan -> County adoption-> WDNR approval *(no public hearing or special notification required; standard open meetings law requirements)*
- Questions or changes?

Activity	Responsibility	Potential Timeline
1. Form or designate a Plan Steering Committee.	County staff	Jan-Feb 2023
2. WCWRPC OUTREACH TO C/V/Ts = Invitation letter w/ letter agreement and remainder letter. Once signed, send homework and schedule/conduct meetings.	WCWRPC	Jan-Feb 2023
3. Update background data & begin coordination with County staff on needed maps/GIS data, County parks worksheet, other available data, Committee meeting #1, etc.	WCWRPC	Jan-Feb 2023
4. MEETING #1: Steering Committee to discuss process and approach, review background data, identify initial issues & needs, and discuss public survey questions.	Steering Committee; facilitated by WCWRPC	Feb-Mar 2023
5. Conduct a web-based public opinion survey.	WCWRPC	Mar-May 2023
6. Conduct C/V/T meetings once initial homework received. Prepare individual C/V/T sections	WCWRPC	May-July 2023
7. Complete County parks inventory worksheets.	County staff; WCWRPC to provide direction	Mar-May 2023
8. Update supply/inventory and needs assessment sections.	WCWRPC	April-June 2023
9. MEETING #2: Discuss inventory, needs assessment, and survey findings. Identify any intergovernmental issues and opportunities. Update goals, objectives, and general policies.	Steering Committee; facilitated by WCWRPC	June-July 2023
10. Compile working draft plan update and distribute to County staff for review and changes.	WCWRPC & County staff	June-Aug 2023
11. Provide working draft plan to Steering Committee for review.	Steering Committee	Aug-Sept 2023
12. MEETING #3: Discuss draft plan, with particular attention on the plan recommendations and development of a general implementation schedule.	Steering Committee; facilitated by WCWRPC	Aug-Sept 2023
13. PLAN ADOPTION: Presentation of draft plan to appropriate County decision-making entities for adoption.	County staff	Sept-Nov 2023
14. Submit adopted plan to WDNR for acceptance. Distribute copies of adopted plan to County and participating C/V/Ts.	WCWRPC	Nov-Dec 2023

III. COMMUNITY TRENDS

LAND COVER

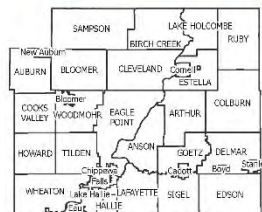
Chippewa County Outdoor Recreation Plan - 2023



Legend

Urban/Developed - 4.1%	Wetland - 13.4%
Agriculture - 30.7%	Barren - 0.1%
Grassland - 12.8%	Shrubland - 0.01%
Forest - 35.8%	Municipal Jurisdictions
Open Water - 3.1%	Chippewa County

Data Sources:
WisDOT, WDNR, Wisconsin DNR
WCWRPC, Chippewa County

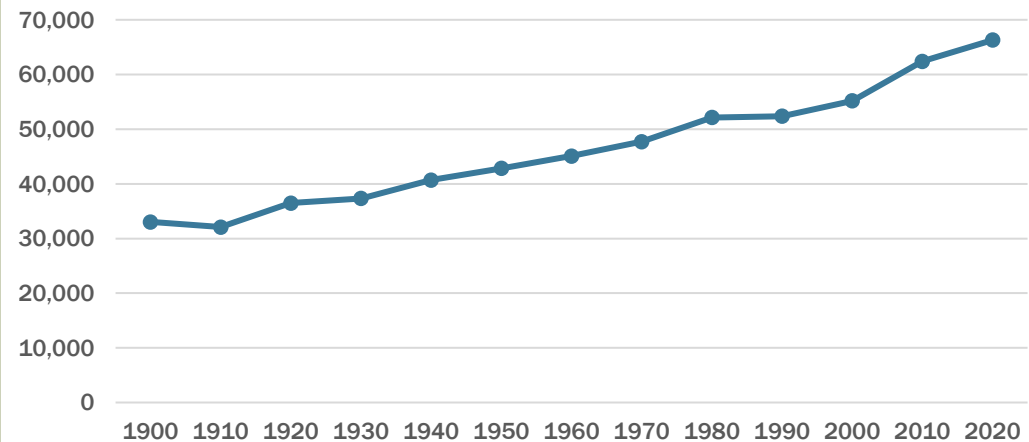


- 1,040 sq. miles
- 23 towns, 4 villages, & 5 cities
- Over 95% is agriculture, forest, wetlands, water, or undeveloped

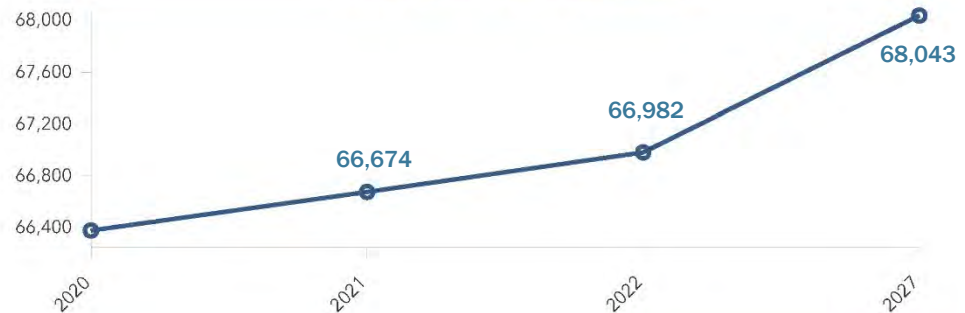
III. COMMUNITY TRENDS

- 66,297 residents in 2020
- 15% of population in Villages
39% of population in Cities
46% of population in Towns
- Majority of growth around Chippewa Falls?
- Median age 41.8 vs. 40.3 for WI
- Median HH Income \$66,076 vs. \$70,389 for WI
- 21.0% of residents under 18
- 59% of residents 18-64
- 20% of residents 65 and over

Population



Historical Trends: Population



III. COMMUNITY TRENDS

RACE & ETHNICITY

The largest group: White Alone (91.51)

The smallest group: Pacific Islander Alone (0.03)

Indicator ▲

Indicator ▲	Value	Diff		
White Alone	91.51	+11.52		
Black Alone	1.63	-4.77		
American Indian/Alaska Native Alone	0.55	-0.48		
Asian Alone	1.49	-1.55		
Pacific Islander Alone	0.03	-0.01		
Other Race	0.59	-2.55		
Two or More Races	4.20	-2.16		
Hispanic Origin (Any Race)	1.93	-5.76		

- **Amish & Mennonite (??%)**

AT RISK POPULATION

- **Population 65+ – 13,122 or 20%**
(WI 18%)
- **HH with Disability – 5,839 or 21.9%**
(WI 22.4%)
- **HH Below Poverty Level – 2,529 or 10%**
(WI 11%)
- **HH Without Vehicle – 1,025 or 3.8%**
(WI 6.4%)

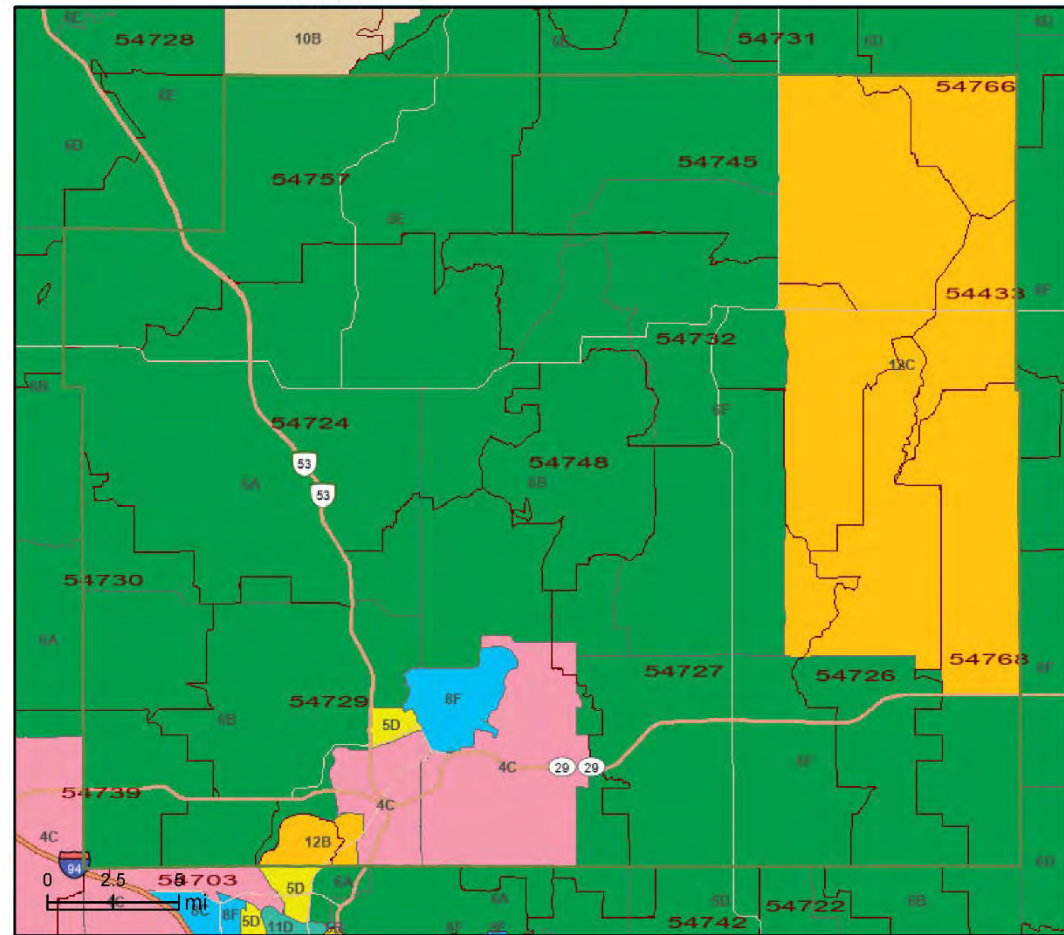
III. COMMUNITY TRENDS

**Dominant socio-economic
tapestries based on demographics
& purchasing patterns**

**Very diverse. Chippewa County's
population fell into 13 tapestry
segments; Eau Claire County has
over 20.**

**5 Tapestry LifeModes shown, of
which 93.6% of household fall into:**

- 49.8% Cozy Country Living (green)
- 18.3% Hometown (orange)
- 14.3% Family Landscapes (pink)
- 6.5% GenXurban (yellow)
- 4.7% Middle Ground (blue)



Source: Esri

Tapestry LifeMode

- | | |
|--|---|
| ■ L1: Affluent Estates | ■ L8: Middle Ground |
| ■ L2: Upscale Avenues | ■ L9: Senior Styles |
| ■ L3: Uptown Individuals | ■ L10: Rustic Outposts |
| ■ L4: Family Landscapes | ■ L11: Midtown Singles |
| ■ L5: GenXurban | ■ L12: Hometown |
| ■ L6: Cozy Country | ■ L13: Next Wave |
| ■ L7: Sprouting Explorers | ■ L14: Scholars and Patriots |



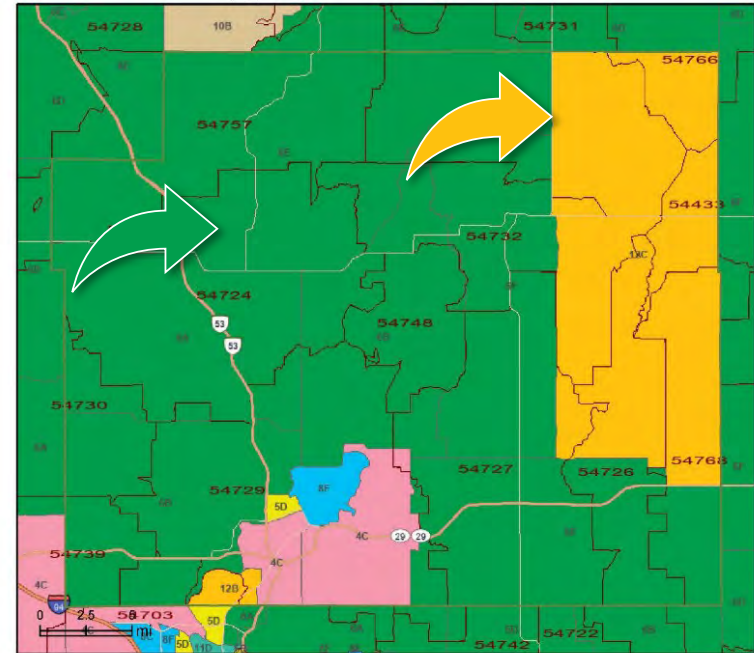
III. COMMUNITY TRENDS

Cozy Country Living (49.8% hh)

- Empty nesters in rural settings.
- Homeowners with pets, residing in single-family dwellings in rural areas; own trucks, motorcycles, and ATVs/UTVs.
- Enjoy outdoor activities such as fishing, hunting, camping, boating, and bird watching.

Hometown (18.3% hh)

- Growing up and staying close to home.
- Close-knit urban communities of young singles (many with children).
- Owners of older, single-family houses, or renters in small multi-unit buildings.
- Commute to nearby jobs.



III. COMMUNITY TRENDS

Family Landscapes (14.3% hh)

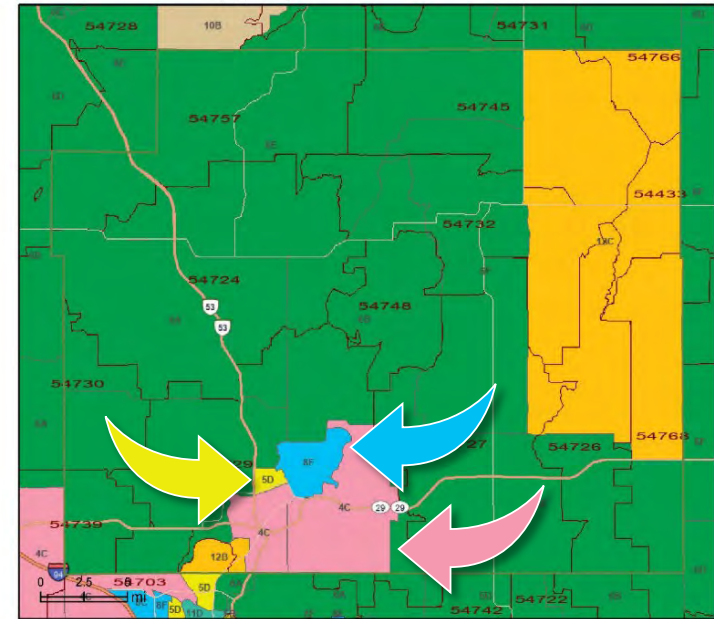
- Successful young families; low unemployment
- Homeowners (79%) with mortgages.
- Do-it-yourself types; work on homes, lawns and gardens.
- Sports enthusiasts; comfortable with the latest technology.
- Eat out frequently to accommodate busy lifestyle.
- Enjoy swimming, golf, zoos or theme parks.

GenXurban (6.5% hh)

- In middle age; about 1/5th are 65 or older.
- Own older homes in urban areas; live/work in same county.
- Enjoy reading, going to museums, and walking for exercise.

Middle Ground (4.7% hh)

- In 30's; majority have some college or attained college degree.
- Online all the time for music, news, sports, social media, employment
- Leisure activities includes going to clubs or bars, movies, some travel and hiking.



III. COMMUNITY TRENDS

RECREATION EXPENDITURES

Demographic Summary			
Population	2022	2027	
Households	66,982	68,043	
Families	26,648	27,211	
Median Age	17,687	18,003	
Median Household Income	41.8	42.6	
	\$66,076	\$77,514	
	Spending Potential	Average Amount	
	Index	Spent	Total
TV/Video/Audio	89	\$1,182.21	\$31,503,487
Cable & Satellite Television Services	91	\$831.38	\$22,154,691
Televisions & Video	86	\$250.38	\$6,672,050
Audio	80	\$97.45	\$2,595,895
Rental of TV/VCR/Radio/Sound Equipment	79	\$0.99	\$26,454
Repair of TV/Radio/Sound Equipment	95	\$2.00	\$53,397
Entertainment/Recreation Fees and Admissions	76	\$639.65	\$17,045,471
Tickets to Theatre/Operas/Concerts	77	\$70.43	\$1,876,747
Tickets to Movies	73	\$46.37	\$1,235,579
Tickets to Parks or Museums	79	\$30.34	\$808,559
Admission to Sporting Events, excl.Trips	82	\$60.14	\$1,602,603
Fees for Participant Sports, excl.Trips	77	\$100.85	\$2,687,470
Fees for Recreational Lessons	70	\$111.92	\$2,982,492
Membership Fees for Social/Recreation/Health Clubs	77	\$218.65	\$5,826,655
Dating Services	69	\$0.95	\$25,364
Toys/Games/Crafts/Hobbies	90	\$118.79	\$3,165,634
Toys/Games/Arts/Crafts/Tricycles	89	\$100.37	\$2,674,605
Playground Equipment	116	\$4.37	\$116,397
Play Arcade Pinball/Video Games	90	\$2.36	\$62,851
Online Gaming Services	84	\$5.79	\$154,331
Stamp & Coin Collecting	101	\$5.91	\$157,450
Recreational Vehicles and Fees	97	\$123.98	\$3,303,790
Docking and Landing Fees for Boats and Planes	91	\$9.61	\$256,218
Camp Fees	82	\$28.82	\$768,002
Payments on Boats/Trailers/Campers/RVs	120	\$68.93	\$1,836,903
Rental of Boats/Trailers/Campers/RVs	67	\$16.61	\$442,667
Sports, Recreation and Exercise Equipment	89	\$182.55	\$4,864,614
Exercise Equipment and Gear, Game Tables	84	\$52.78	\$1,406,468
Bicycles	89	\$30.01	\$799,575
Camping Equipment	68	\$16.15	\$430,451
Hunting and Fishing Equipment	106	\$58.38	\$1,555,798
Winter Sports Equipment	61	\$5.14	\$136,989
Water Sports Equipment	119	\$11.24	\$299,402
Other Sports Equipment	78	\$6.34	\$168,865
Rental/Repair of Sports/Recreation/Exercise Equipment	73	\$2.37	\$63,120
Photographic Equipment and Supplies	81	\$42.39	\$1,129,722
Film	73	\$0.46	\$12,136
Photo Processing	89	\$7.56	\$201,510
Photographic Equipment	72	\$13.02	\$346,880
Photographer Fees/Other Supplies & Equip Rental/Repair	86	\$21.36	\$569,197
Reading	86	\$100.50	\$2,678,072
Magazine/Newspaper Subscriptions	88	\$35.95	\$958,109
Magazine/Newspaper Single Copies	92	\$5.99	\$159,586
Books	84	\$32.20	\$858,146
Digital Book Readers	84	\$26.35	\$702,231

SPORTS & LEISURE MARKET POTENTIAL

Demographic Summary			
Population	2022	2027	
Population 18+	66,982	68,043	
Households	52,719	53,433	
Median Household Income	26,648	27,211	
	\$66,076	\$77,514	
	Expected		
Product/Consumer Behavior	Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	3,778	7.2%	85
Participated in archery in last 12 months	1,600	3.0%	124
Participated in backpacking in last 12 months	1,835	3.5%	96
Participated in baseball in last 12 months	1,353	2.6%	88
Participated in basketball in last 12 months	3,171	6.0%	89
Participated in bicycling (mountain) in last 12 months	1,706	3.2%	86
Participated in bicycling (road) in last 12 months	5,217	9.9%	88
Participated in boating (power) in last 12 months	3,390	6.4%	126
Participated in bowling in last 12 months	4,168	7.9%	98
Participated in canoeing/kayaking in last 12 months	4,827	9.2%	125
Participated in fishing (fresh water) in last 12 months	8,130	15.4%	144
Participated in fishing (salt water) in last 12 months	1,534	2.9%	83
Participated in football in last 12 months	1,624	3.1%	100
Participated in Frisbee in last 12 months	1,918	3.6%	100
Participated in golf in last 12 months	4,147	7.9%	100
Participated in hiking in last 12 months	7,676	14.6%	91
Participated in horseback riding in last 12 months	1,286	2.4%	118
Participated in hunting with rifle in last 12 months	2,989	5.7%	163
Participated in hunting with shotgun in last 12 months	2,372	4.5%	161
Participated in ice skating in last 12 months	989	1.9%	80
Participated in jogging/running in last 12 months	4,942	9.4%	84
Participated in motorcycling in last 12 months	1,758	3.3%	117
Participated in Pilates in last 12 months	1,328	2.5%	80
Participated in ping pong in last 12 months	1,673	3.2%	91
Participated in rock climbing in last 12 months	670	1.3%	72
Participated in roller skating in last 12 months	756	1.4%	92
Participated in skiing (downhill) in last 12 months	1,108	2.1%	75
Participated in soccer in last 12 months	1,519	2.9%	74
Participated in softball in last 12 months	989	1.9%	99
Participated in swimming in last 12 months	8,402	15.9%	102
Participated in target shooting in last 12 months	3,694	7.0%	130
Participated in tennis in last 12 months	1,411	2.7%	71
Participated in volleyball in last 12 months	1,436	2.7%	104
Participated in walking for exercise in last 12 months	16,385	31.1%	100
Participated in weight lifting in last 12 months	6,055	11.5%	91
Participated in yoga in last 12 months	4,665	8.8%	85
Participated in Zumba in last 12 months	1,159	2.2%	67
Spent on sports/recreation equipment in last 12 months: \$1-99	3,461	6.6%	105
Spent on sports/recreation equipment in last 12 months: \$100-\$249	3,104	5.9%	102
Spent on sports/recreation equipment in last 12 months: \$250+	4,985	9.5%	110
Attend sports events: basketball game (college)	740	1.4%	87
Attend sports events: football game (college)	1,265	2.4%	88
Attend sports events: high school sports	1,779	3.4%	135
Attend sports events: baseball game (MLB regular season)	1,537	2.9%	88
Attend sports events	6,760	12.8%	101
Listen to sports on radio	5,295	10.0%	109
Watch sports on TV	31,775	60.3%	104

III. COMMUNITY TRENDS

RECREATION EXPENDITURES

Spending

	Potential Index	Average Amount Spent	Total
Payments on Boats/Trailers/Campers/RVs	120	\$68.93	\$1,836,903
Water Sports Equipment	119	\$11.24	\$299,402
Playground Equipment	116	\$4.37	\$116,397
Hunting and Fishing Equipment	106	\$58.38	\$1,555,798
Recreational Vehicles and Fees	97	\$123.98	\$3,303,790
Docking and Landing Fees for Boats and Planes	91	\$9.61	\$256,218
Toys/Games/Crafts/Hobbies	90	\$118.79	\$3,165,634
Sports, Recreation and Exercise Equipment	89	\$182.55	\$4,864,614
Bicycles	89	\$30.01	\$799,575
Photo Processing	89	\$7.56	\$201,510
Photographer Fees/Other Supplies & Equip Rental/Repair	86	\$21.36	\$569,197

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

III. COMMUNITY TRENDS

SPORTS & LEISURE MARKET POTENTIAL

Product/Consumer Behavior	#Adults/HH	Percent	MPI
Participated in hunting with rifle in last 12 months	2,989	5.7%	163
Participated in hunting with shotgun in last 12 months	2,372	4.5%	161
Participated in fishing (fresh water) in last 12 months	8,130	15.4%	144
Participated in target shooting in last 12 months	3,694	7.0%	130
Participated in boating (power) in last 12 months	3,390	6.4%	126
Participated in canoeing/kayaking in last 12 months	4,827	9.2%	125
Participated in archery in last 12 months	1,600	3.0%	124
Participated in horseback riding in last 12 months	1,286	2.4%	118
Participated in motorcycling in last 12 months	1,758	3.3%	117
Spent on sports/recreation equipment in last 12 months: \$250+	4,985	9.5%	110
Spent on sports/recreation equipment in last 12 months: \$1-99	3,461	6.6%	105
Participated in volleyball in last 12 months	1,436	2.7%	104
Participated in swimming in last 12 months	8,402	15.9%	102
Spent on sports/recreation equipment in last 12 months: \$100-\$249	3,104	5.9%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

III. COMMUNITY TRENDS

Are any of these trends particularly important for the plan update?

Is there an important trend not included?

Are there barriers to access?

IV. ISSUES & OPPORTUNITIES



Write down 1-2 things

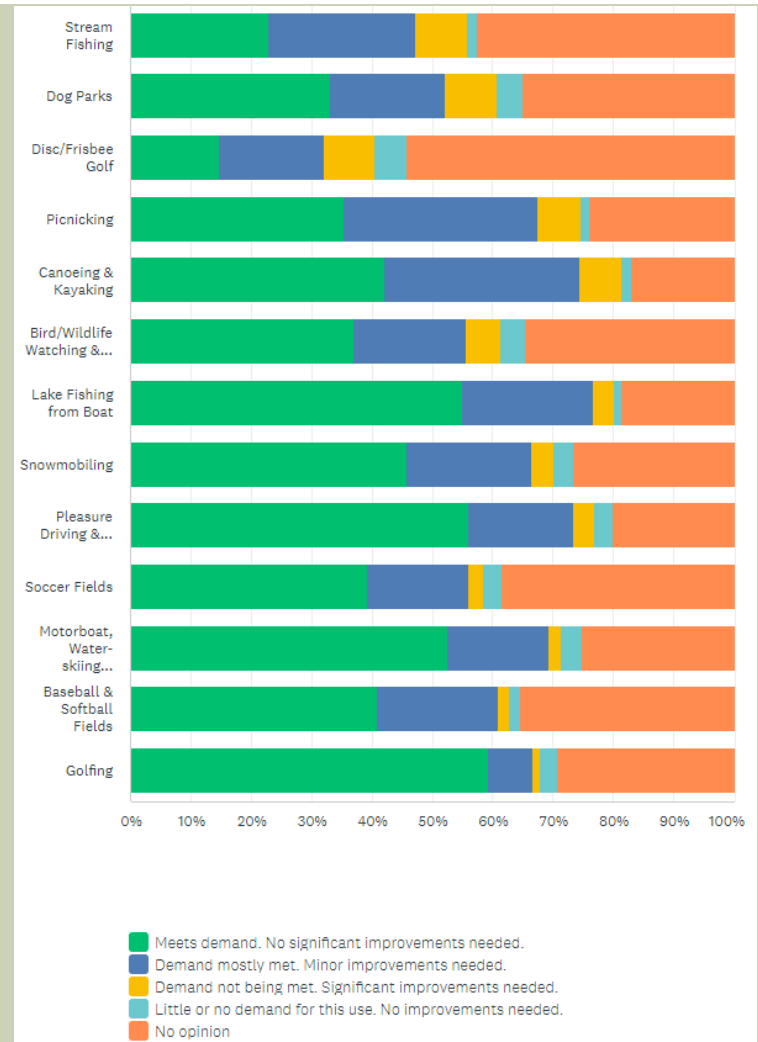
(goals, issues, opportunities, or projects)

that need to be
included in your ORP update?

V. PUBLIC OPINION/USE SURVEY

Barron County Survey

- Intro/Cover
- #1 Zip Code
- #2 Demand/Condition, then #3 comments
- #4 Use by Facility
- 432 responses



V. PUBLIC OPINION/USE SURVEY

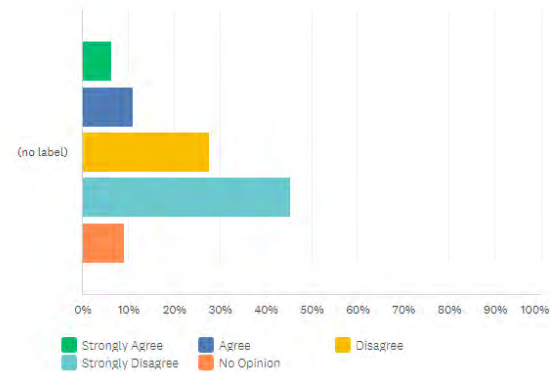
Chippewa Falls Survey

Like Barron County, with some specific questions...

- Costs/affordable (top chart)
- Interest in community gardens
- Importance of preserving natural, open spaces for passive rec
- Accessible & inviting, with comments (bottom chart)
- Participation in group sports
- 171 responses

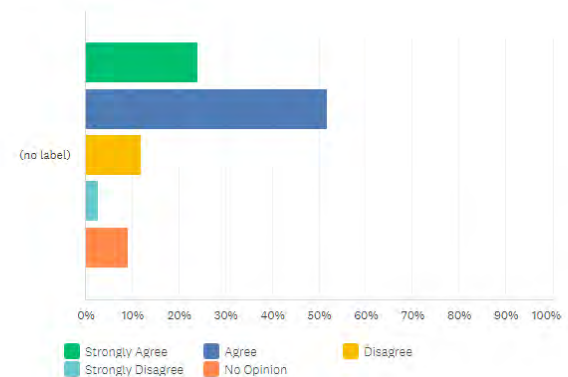
Park or program fees prohibit or limits my household from enjoying City parks or participating in City outdoor recreational activities.

Answered: 108 Skipped: 63



Parks and playgrounds in the City are accessible and inviting to all residents.

Answered: 108 Skipped: 63



V. PUBLIC OPINION/USE SURVEY

Fall Creek Survey

Similar, except...

- Barriers or Why not using? (table)
- Included demand/condition, but also asked which amenities and facilities would you like to see added, improved or expanded
- Demographics (children, age of respondent)
- 169 responses

ANSWER CHOICES	RESPONSES	
▼ Facilities or Amenities Desired are not Offered	27.83%	32
▼ Facilities or Amenities are in Poor Condition	27.83%	32
▼ Don't Know What's Offered or Available	25.22%	29
▼ Too Busy	24.35%	28
▼ Use Facilities in Other Communities	22.61%	26
▼ Other (please specify)	Responses 14.78%	17
▼ Not Interested	9.57%	11
▼ Safety Concerns	8.70%	10
▼ Parks & Playgrounds Aren't Accessible or Inviting to All Residents	6.96%	8
▼ Difficulty Finding Parking	0.87%	1
▼ Park or Program Fees Too High	0.87%	1
▼ Equipment Fees Too High	0.87%	1
Total Respondents: 115		

ANSWER CHOICES	RESPONSES	
▼ Lake Cleanup/Dredging	48.53%	66
▼ Hiking Trails	40.44%	55
▼ Playground Equipment	38.97%	53
▼ Beach/Lake Access	31.62%	43
▼ Docks/Piers	27.21%	37
▼ Sidewalks/Paths	26.47%	36
▼ Grills/Picnic Tables	21.32%	29
▼ Benches/Seating	20.59%	28
▼ Lighted Fields	18.38%	25
▼ Restrooms	17.65%	24
▼ Park Maintenance	12.50%	17
▼ Park Landscaping	12.50%	17
▼ On-Street Bicycle Lanes	9.56%	13
▼ Shelters/Pavilions	8.82%	12
▼ Park Signage & Wayfinding	8.09%	11
▼ Other (please specify)	Responses 6.62%	9
▼ Park Safety Improvements	5.15%	7
▼ Parking Improvements	3.68%	5
▼ Interpretive Signs	0.74%	1
Total Respondents: 136		

V. PUBLIC OPINION/USE SURVEY

What approach makes sense for Chippewa County?

Any questions missing? Will it help you prioritize?

Desire input on specific recreational facilities, uses, or needs?

Economic impact or spending questions?

Demographic questions?

Survey timeline & advertising.

ii. CLARK COUNTY OUTDOOR RECREATION PRIORITY ANALYSIS

To obtain a more local perspective on outdoor recreation needs and demands, a facility priority survey was distributed to the Clark County Trails Advisory Committee.

Outdoor Recreation Priority Survey Results

Outdoor Recreational Activity	Level of Current Activity	Priority for New or Improvement	Difference
Highest Priority			
ATV/UTV trails	2.9	2.6	-0.3
Camping	3.0	2.4	-0.6
Swimming (beach, pool, splash pad)	2.3	2.4	0.1
Playgrounds & Play Equipment	2.5	2.3	-0.3
Mountain Biking	2.5	2.2	-0.3
Medium Priority			
Hunting & Target Shooting	2.9	2.1	-0.8
Snowmobiling	2.7	2.1	-0.6
Bicycling	2.8	1.9	-0.9
Horseback Riding	2.3	1.8	-0.5
Nature-Based Educational Programs	1.3	1.8	0.5
Disc/Frisbee Golf	1.4	1.7	0.3
Outdoor Ice Skating & Hockey	1.4	1.6	0.2
Motorboat, Waterskiing, & Jet Skiing	2.1	1.5	-0.5
Downhill Skiing & Snowboarding	2.0	1.5	-0.5
Hiking & Backpacking	1.4	1.5	0.2
Walking, Jogging, & Running	2.1	1.5	-0.6
Cross-Country Skiing & Snowshoeing	1.8	1.5	-0.4
Organized Outdoor Sports	1.4	1.4	0.0
Baseball & Softball Fields	1.7	1.4	-0.3
Picnicking	1.8	1.4	-0.5
Dog Parks	1.2	1.4	0.2
Fishing	2.3	1.3	-1.0
Pleasure Driving & Sightseeing	1.9	1.3	-0.6
Outdoor Basketball Courts	1.2	1.2	0.0
Soccer Fields	1.1	1.2	0.1
Natural Open Space (passive rec.)	1.6	1.2	-0.4
Bird/Wildlife Watching & Photography	1.4	1.2	-0.2
Skateboarding & Inline Skating	1.3	1.2	-0.1
Lower Priority			
Golfing	1.6	1.1	-0.4
Geocaching	1.3	1.1	-0.2
Canoeing & Kayaking	1.7	1.1	-0.6
Tennis & Pickleball	1.0	1.1	0.1
Rock Climbing	1.1	1.1	0.0

High = 3 Medium = 2 Low = 1

Does the Committee also want to complete a separate survey, or is public survey sufficient?

VI. NEXT STEPS

City, Village, & Town letter agreements

Distribute public opinion survey

County Staff review, inventory work, & mapping

WCWRPC plan document development

Next Steering Committee meeting in June or July

Anything Else?