



Elevate Your WinMan Experience

WinMan Trails Foundation
Fundraising Campaign

WinMan Trails History

2013

- Family trail project
- Opened to the public

2015

- Extended onto DNR Land
- Phase One Goals

2018

- Official DNR Land Use Agreement
- Completed Chalet

2021

- Phase Two strategic planning
- Full-time staff of three

Who We Are Today

- 501(c)(3) non-profit dedicated to providing an exceptional trail related experience that is free and open to the community
- Passionate Board of Directors and volunteers committed to our community and developing healthy, outdoor recreation opportunities
- A public-private partnership covering 1,300-acres and professionally maintained by a full-time staff

Our mission is to *inspire adventure* and *strengthen community* by sharing an exceptional outdoor trail-related experience



Who We Are Today

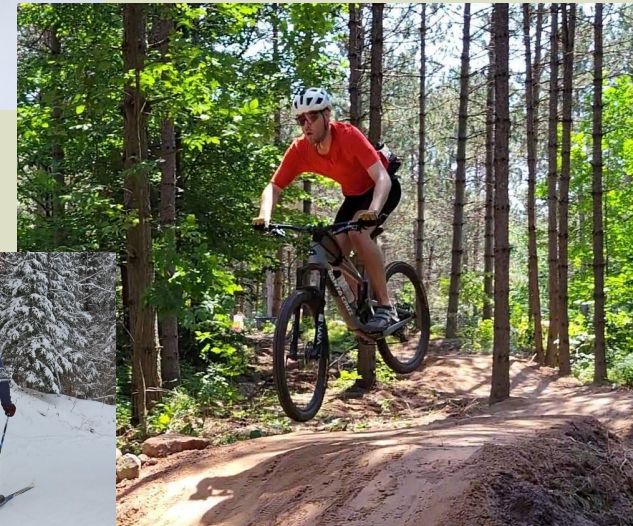
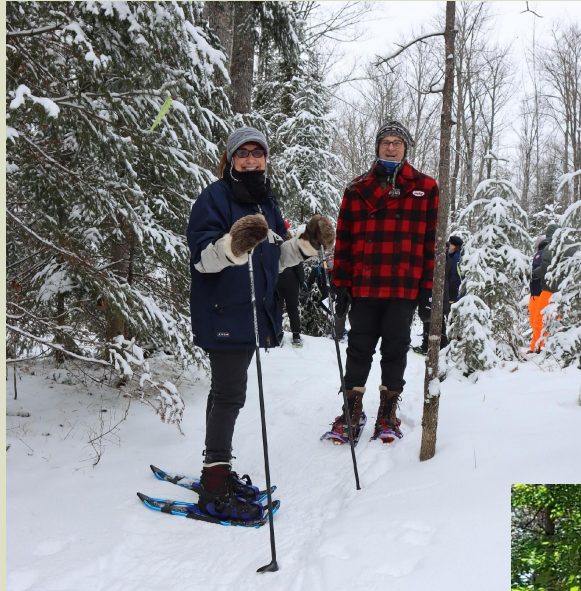
- A full-time Trail Builder, Property Manager, and Director of Operations dedicated to improving and maintaining WinMan Trails
 - As a result, we can develop our trail system both **efficiently** and **cost effectively**
 - This means our trails are always improving and providing users something new every season
- Current investments into WinMan Trails:
 - Trails: \$2,200,000
 - Facilities: \$600,000
 - Land Value (360 acres): \$540,000

Total Investments to Date
\$3,340,000



Year-Round Destination Trail System

- **19+ miles** of machine-built mountain biking
- **13+ miles** (22k) of excellently groomed cross-country skiing and **2 miles** of backcountry skiing
- **9 miles** of groomed winter fat tire biking
- **8 miles** of well marked and mapped snowshoeing (3 miles groomed, 5 miles backcountry)
- **6 miles** of trail running and hiking



80% of our users
come from more
than 25 miles away

Current Facilities and Amenities

- Indoor bathrooms and changing rooms
- Starlink public Wi-Fi
- 4-station bike wash
- Waxing bench
- Masonry fireplace
- Indoor and outdoor gathering spaces



What Our Users Say

WinMan Trails

6870 County Hwy W, Winchester, WI

4.9 ★★★★★ 194 reviews

Awesome time at WinMan! My 11 year old son and I are novice riders, and had a blast. Definitely the best stuff we've ridden. Highly recommended!

- Bob Skwerski

We have ridden trails all over North America and these were mountain biking candy. Any level rider will love.

- Julie Allison

World class bicycle trails in addition to great cross-country ski trails in the winter. This is one of the greatest repurposed use of forestry lands I have seen.

- Devin Kellerman

Hard to compare with any other trail system I've been to in the state, truly deluxe! Well mapped, great features, great people and well thought out. I wish every WI trail was set up like this!!!

- Matthew Kerhin

The trails are great. The lodge is great. But most importantly, the community of outdoor enthusiasts is great. You will not be disappointed with a trip to WinMan.

- Kristi Waits

One of the best hiking, biking, xc skiing, and snowshoeing areas out there. Incredibly well maintained, great staff, good amenities, and most importantly, super high quality trails.

- Daniel Loudonback



Fundraising Campaign: Why Now?

- ***17% increase in visits from 2020 to 2021***
- This influx of visitors has opened our eyes to the need for more outdoor recreation outlets that promote a healthy, active lifestyle for the entire family
- Surveys of our users since 2014 have supported the need for (in order of importance):
 - More miles of trail
 - Continued enhancements to our facilities and amenities
 - More space to gather and socialize
 - Camping and lodging at WinMan
 - More opportunities for skill development and progression
 - Improved trail features

Fundraising Campaign: Why Now?

- Industry trends favor silent sport recreation growth
 - In 2020, 53% of Americans participated in outdoor recreation, an increase of 7.1 million people in one year
 - 150% increase in sales of front suspension mountain bikes, 92% increase for full suspension mountain bikes
 - The bicycling industry in Wisconsin ranks **2nd in the nation** for value added to the state GDP per the Bureau of Economic Analysis
- Working with outside consultants and industry experts, we identified several key factors that benefit WinMan Trails:
 - Our location allows us to be a destination trail system and a regional base camp for outdoor, silent sport recreation
 - Rolling topography and perfect soil conditions
 - One-way directional trail allows users to customize their experience and enjoy the solitude of nature without trail crowding



Make WinMan Trails Even Better

- We are ready to continue our sustained growth while focusing on what has always made WinMan Trails standout - *Quality*
 - Quality Facilities
 - Quality Amenities
 - Quality Staff
 - and most importantly - Quality Trails

But we need your help to make
WinMan Trails even better!

Two Ways to Make a Difference

1. Donate to Our Fundraising Campaign

We need your help to raise **\$500,000** to support investments into WinMan Trails beyond our yearly operating budget.

100% of the money raised through this campaign will go directly towards the trails and amenities that make WinMan Trails such a unique place to visit and play.

AND

2. Become a WinMan Trails Member

Help us keep WinMan free and open to the community. Your annual support of WinMan Trails will allow us to provide a premier, 4-season, trail experience for the entire family to enjoy.



Elevate Your WinMan Experience

\$500,000 Goal

Trail System - \$275,000

- New mountain bike trails
- New cross-country ski trails
- Improved mapping and signage
- New shelters and resting areas
- Improved navigation through trail design and enhancements
- Advanced skills features
- Progressive skill features and learning opportunities
- Develop Papoose Trailhead

WinMan Park and Chalet - \$225,000

- Shaded outdoor gathering spaces
- Outdoor seating with fire pits
- Nature-based play space
- Improved sledding hill, pump track, and skills park
- Improved entryway and parking
- Covered porch and outdoor seating attached to the chalet
- Storage and improved gathering spaces inside the chalet

Upgraded Trailhead Concept



Shade structures for outdoor gathering

Improved navigation and signage to access our 4-season trails

Covered outdoor spaces off the chalet to allow for activities to extend outside

Nature play space for kids to enjoy

Relaxing spaces for the family to gather

An area for live music and special events



WinMan Trails Membership

- **\$219 - Family Annual Membership**
 - May 1st 2022 - April 30th 2023 for up to four (4) related family members in one household
- **\$119 - Individual Annual Membership**
 - May 1st 2022 - April 20th 2023
- **\$69 - Seasonal Membership**
 - Summer *or* Winter Season only

With more than 40 miles of trails, WinMan has truly become a community hub and gathering place for our region.

Help us continue to *inspire adventure* and *strengthen community* by elevating what WinMan Trails can offer the region.

