

BUILDING MOMENTUM

2024 WINMAN ANNUAL REPORT



A person with a beard and glasses, wearing a yellow shirt and black pants, is riding a mountain bike over a curved wooden log jump in a forest. The background is filled with tall, thin trees and green foliage.

**Our mission is to
provide outdoor
experiences that
inspire adventure
and strengthen
community.**

STAFF

Isaac Cowart, Executive Director
Sam Wolter, Director of Community Engagement
Brad Kusz, Property Manager
Jeremy Johnson, Trail Builder and Groomer
Joel Kleimola, Trail Builder and Groomer
Marcus Hernesman, Assistant Trail Builder
Reid Watson, Seasonal Trail Builder
Vanessa Embling, Bar and Apparel Shop
Zach Jindra, Bar and Apparel Shop
Michael Polic, Bar and Apparel Shop

BOARD

Sean McCaleb, President
Rick Gering, Vice President
Isaac Cowart, Secretary & Treasurer
Mike Bartling
Catherine Egelhoff
Paul Egelhoff
Amy Kobussen
Brad Kusz
Diane Linn

A NOTE FROM THE DIRECTOR

Welcome to WinMan's first ever Annual Report! We are thrilled to share just a few of the stories and moments that reveal the tremendous impact of WinMan. None of which would be possible without your support.

Since our inception in 2013, the success of WinMan has been built and sustained by our incredible community. As the story of WinMan continues to evolve, I want to say Thank You for being part of the journey.

2024 may have started with a serious lack of snow, but our optimistic crew took it in stride, focusing on what we could control—planning and building for the future.

Our amazing team set out to bring WinMan BaseCamp to life. We were thrilled to welcome Sam Wolter as our new Director of Community Engagement. We also launched our sponsorship program, connecting our enthusiastic users with local and regional businesses aligned with our mission. A comprehensive economic impact study was completed to showcase our positive influence on the local community, and we developed a five-year Strategic Plan to ensure WinMan's future not just thrives, but excels.

Amidst all that planning and development, we continued our focus on building and improving our greatest asset – high quality trails. Users this year have experienced outstanding summer and winter trails thanks to the hard work and dedication of our trail crew and volunteers.

Together, we've laid the foundation for a vibrant future, and we can't wait to continue this incredible journey with all of you by our side.

Isaac Cowart, Executive Director

Photo credit to Vanessa Embling





VOICES OF WINMAN

"The WinMan crew do amazing work on all aspects of the park. The trails and features are so varied - terrain, surface, speed, feature types - there's a bit of everything. The facility is well thought out, with everything we needed to have a fun riding experience on hand. That they've made it economically accessible to everyone is amazing too. A+"

"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!!!"

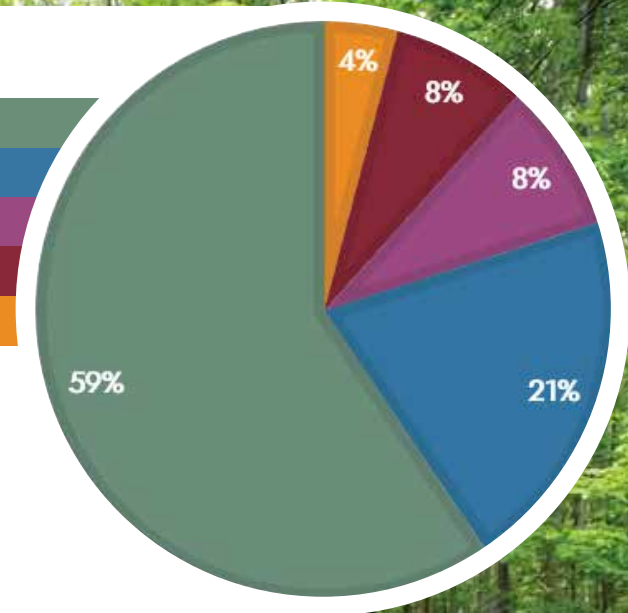
"WinMan brings out a joy in our kids that we don't find anywhere else. This place is indeed special and you make us feel like family."

2024 COMMUNITY SNAPSHOT



REVENUE \$565,045

\$ 335,883	Donations
\$ 116,054	Bar & Apparel Shop
\$ 47,418	Memberships
\$ 42,509	Event Registrations
\$ 23,181	Sponsorships

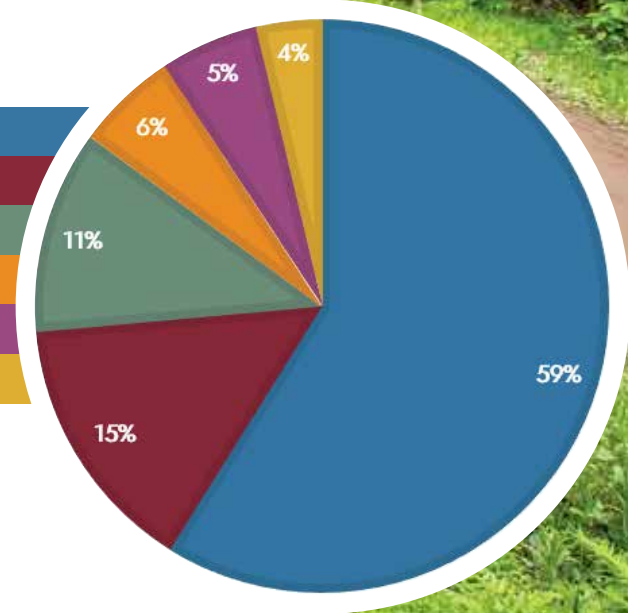


Revenue diversity keeps WinMan strong and sustainable. This year, we launched our sponsorship program as a new revenue stream, and next year, we're excited to introduce BaseCamp reservations to further support our mission and growth.

FINANCIAL FIGURES

EXPENSES \$519,055

\$ 311,430	Staff Salaries
\$ 77,705	Merchandise, Food, and Drinks
\$ 60,713	Trail Materials and Equipment
\$ 30,316	Operations and Utilities
\$ 29,418	Marketing and Events
\$ 19,352	Insurance



Our staff salaries are our largest expense, but also our greatest savings. By keeping operations in-house, we maximize every dollar while maintaining the WinMan standard of quality and care.



RESTORING A FAN FAVORITE: THE RETURN OF TWINS

A longtime favorite among WinMan fans, this trail was ready for a fresh start. Years of erosion challenges and heavy maintenance made it clear—revitalization was the only way forward. And with that, the promise of a true dual slalom was born.

This reimagined trail is built for everyone, mirroring itself from start to finish with 32 tight-radius berms, well-placed rollers, and an elevated start platform to kick off the fun. Beginner riders will find a smooth, safe route to the trailhead, free of jumps or surprises. Experienced riders, meanwhile, can unleash their speed and precision, using the flow and features to

sharpen cornering skills and master bike control.

Tailored to each rider's style, this trail delivers both accessibility and opportunity for growth. It's a thrilling ride today and a skill-building playground for tomorrow.

We're beyond excited to see this trail restored to its former glory. And we can't wait to hear the "wheee!" as riders soar under the bridge, carving their way back to the trailhead. Here's to making memories on a reimagined classic!

Photo credit to @acebikemedia

A PUBLIC TRAIL SYSTEM DRIVING ECONOMIC GROWTH

WinMan's public trail system brings more than adventure—it drives significant economic benefits to the community. In 2024 alone, 55,000+ visits generated an impressive \$4.3 million in economic activity, supporting 31 local jobs and contributing \$932,000 in labor income.

The majority of visitors—86%—are non-locals, hailing from over 30 states. With an average daily spend of \$52 per person, their visits provide a vital boost to local businesses, including hotels, campgrounds, restaurants, and retailers. While 75% of visitors cite WinMan as the primary reason for their trip, many also enjoy nearby activities like paddling, fishing, and hunting.

WinMan isn't just a trail system; it's a magnet for economic growth. On average, visitors stay in the area for 4 days, spending over 2.5 of them exploring WinMan. Whether camping, staying in hotels, or dining out, these adventurers play a vital role in supporting the vibrant Northwoods economy.

This economic success is a testament to the power of outdoor recreation. Thanks to the continued support of our donors and community, WinMan has become more than a destination—it's a driving force for local prosperity.

Photo credit to Vanessa Embling



TOGETHER, WE CAN PEDAL PAST BARRIERS

Imagine growing up with WinMan's trails in your backyard but never getting to ride them. For many North Lakeland students, a lack of bikes and mentors kept the adventure out of reach — until now.

Thanks to the generosity of an anonymous donor, WinMan provided five brand-new Trek Marlins for the school's Lighted Schoolhouse program. More than just bikes, these are gateways to adventure, learning, and confidence.

Led by local teacher Mr. Karaffa, this after-school program introduces students to mountain biking, many for the very first time. The thrill of the ride, the wind in their faces, and the pride of conquering a trail — it lights up their eyes and sparks a love for the outdoors.

At WinMan, we're committed to breaking down barriers to outdoor adventure. Partnerships like this — made possible by our generous donors — ensure these kids are pedaling toward new opportunities, one ride at a time.

Here's to more rides, more smiles, and more connections. Thank you for keeping the wheels turning!





BLAZING NEW TRAILS: GLACIAL ERRATIC TAKES CENTER STAGE

This summer, our build crew introduced the first half of Glacial Erratic, a trail designed to grab your attention and hold it. Stretching just under 1.5 miles, it's packed with twists, climbs, rock features, and fast descents that will keep you on your toes (and off your seat) from start to finish.

Our riders are loving it. Ty Larson shared, "Finally got back up north to ride WinMan Trails. Their new trail, Glacial Erratic, was amazing. It combines techy, chunky rock with tight tree corridors and fast downhill speed. It's a wild trail and a perfect addition to this amazing system."

The excitement continues in 2025 as we complete the second half, adding even more challenges and thrills. Best of all, this trail doubles as a snowshoe route in winter, offering tight forested paths, wide-open sections for stargazing, and stunning views of a frozen pond.

At WinMan, we prioritize efficiency, crafting trails designed for year-round adventures. By creating multi-use paths, we maximize every effort and stretch every donation dollar, giving you even more ways to explore and connect with the outdoors.



ONEWHEEL EVENT ROLLS IN \$90K FOR THE NORTHWOODS

This year's Midwest Onewheel Enduro and Dual Slalom brought more than just thrills to the trails at WinMan. With a record 150 riders from 22 states, the event generated over \$90,000 for Vilas County's restaurants, shops, and lodging. It also raised nearly \$10,000 to support trail building and maintenance at WinMan — a win for everyone who loves the outdoors.

A Onewheel — a unique, self-balancing electric skateboard with a single wide tire — may have started on the West Coast, but it's quickly found a dedicated community here. In just three years, this race has seen a 50% increase in participants, drawing some of the most talented riders nationwide and plenty of enthusiastic families and spectators.

WinMan stands out as one of the few trail systems in the Midwest to embrace this emerging sport. The camaraderie between Onewheelers, mountain bikers, and hikers reflects what makes WinMan special: a community that welcomes new adventures, shares the trails, and supports the local area.

With plans already underway for 2025, this event proves that when you mix innovation, community, and the great outdoors, everyone benefits.

Photo credit to Zak Gruber, Jeremy Rodriguez and Luke Wein

PAINTING THE PERFECT BLEND OF ART AND ADVENTURE

When you walk into the WinMan shop, it's hard to miss Monty Giffin's artwork. His adventure-inspired paintings capture the same joy found on the trails. This year, 73 pieces of Monty's art found new homes — spreading WinMan's magic far and wide.

A former Fox Valley art teacher who fell in love with cycling while majoring in art, Monty blends his passions into vibrant, whimsical creations. "Bikes just make such great subject matter, and I find so much joy in painting them," he says. His playful style reminds us that both art and biking are meant to be fun.

But Monty's creativity doesn't stop at bikes — he paints skiers gliding through snow, onewheelers carving the trails, and the spirit of adventure that defines WinMan. "Getting involved with WinMan has been one of the great pleasures of my life," Monty shares. Inspired by the vibrant community and the joy of the trails, creating art for WinMan felt like a perfect fit.

Thanks to Monty, the joy of WinMan doesn't stop at the trailhead. It lives on — one painting, one story, and one smile at a time.

Photo credit to Vanessa Embling





BASECAMP: A PLACE TO STAY AND PLAY

For years, visitors have asked for a way to stay closer to the magic of WinMan. BaseCamp is our response—on-site lodging designed to enhance trail experiences and provide a sustainable revenue stream to support the trails.

Spring 2024 was a season of big ideas and detailed planning. We finalized the site layout, sketched floor plans, selected thoughtful amenities, and navigated the permitting process. By late summer, shovels hit the dirt as we broke ground, cleared roads and campsites, installed the septic system, and even began construction on a few cabins.

In September, we officially launched our fundraising campaign, and what a whirlwind it's been. By the end of the year, we were overwhelmed with gratitude, having raised over \$640,000 from 67 donors. But it wasn't just the numbers that moved us—it was the stories.

Through conversations with our community, three core values emerged: supporting the community, promoting outdoor fun, and creating spaces for connection and memories. These stories are a powerful reminder that BaseCamp is more than a campground—it's a gathering place for adventure, joy, and togetherness.

As the groundwork takes shape, we're filled with excitement for what lies ahead. 2025 will bring BaseCamp to life, turning dreams into reality and giving visitors a new way to experience WinMan.



DEDICATION ON DISPLAY: ELEVATING SKIING EXPERIENCES

Let's be honest—this past year hasn't been kind to skiers. Despite all the ski trail improvements made in 2023, snow conditions left much of the fun unexplored. Our team re-routed the 10k and 7k loops, added a new 5.7k loop from the Papoose Trailhead, created a 1.5k out-and-back loop, and even established a practice loop at the main trailhead. Yet, these exciting additions mostly waited in the wings.

But WinMan is all about rolling with the punches. Our trail crew focused on improving what we could control: ensuring high-quality trails even with minimal snow. This meant leveling the trail bed, addressing erosion and

drainage, and re-routing tricky intersections for safer, smoother skiing.

These efforts paid off. While many trail systems shut down last March, we delivered several stellar ski days. And December's low snowpack? No problem—our crew worked magic to keep trails open and skiable more often than not.

At WinMan, trail quality is non-negotiable, and moments of joy and exhilaration are always worth the effort. Of course, if anyone has a direct line to Mother Nature, feel free to request a little extra snow for 2025!

Photo credit to Vanessa Embling

CREATOR CAMP: WHERE CREATIVITY, COMMUNITY AND COMPETITION MEET

This September, WinMan hosted its inaugural Creator Camp, blending creativity, competition, and community in a weekend to remember. Led by JT, aka @the_dusty_dutchman, content creators from across the country gathered to capture the magic of WinMan's trails and share it with the world.

Over two action-packed days, creators competed for top honors in photo, video, and pop-up challenges. The results were breathtaking—stunning visuals and new perspectives that inspired adventure far beyond the Northwoods.

But Creator Camp wasn't just about competition. It celebrated connection. Attendees mingled with creators, cheered during challenges, and even found themselves featured in winning shots.

Thanks to JT and our donors, this event sparked creativity, built community, and showcased the spirit of WinMan. We're just getting started—and we can't wait to see what stories Creator Camp will inspire next.

Photo credit to @appslapper and @acebikemedia

