



**Are you a business
that relies on the
outdoor recreation
economy?**



**We Need
Your Input!**



**For the Future of
Outdoor Recreation
in Our Region**

Several public and private partners are working to improve outdoor recreation and tourism opportunities in Western Wisconsin. We invite businesses and outdoor recreation facility managers to participate in an important 10-to-15-minute online survey to help us understand the state of the outdoor recreation economy, as well as the needs and concerns of the business community in Buffalo, Chippewa, Clark, Dunn, Eau Claire, Jackson, Pepin, and Trempealeau Counties.

Who should take this survey?

- » **Businesses or operations working within the realm of outdoor recreation.** For the purposes of this survey, “Outdoor Recreation” is defined as conventional outdoor recreation activities such as camping, boating, fishing, hunting, cycling, skiing, and hiking, as well as outdoor activities related to field or court sports and games, ATV and motorsports, agrotourism, markets, and cultural tours or events.
- » **Operations that cater to or benefit from tourism.** “Tourism” involves attracting people from outside the region to engage in Outdoor Recreation or other activities.

