



The Ice Age National Scenic Trail is...

... is a thousand-mile footpath winding across Wisconsin, showcasing some of the nation's most beautiful natural areas along the way.

More than 12,000 years ago, an immense flow of glacial ice sculpted a landscape of remarkable beauty across Wisconsin. As the glacier retreated, it left behind a variety of unique features: moraines, eskers, erratics, kettles, drumlins, kames and dells. These glacial remnants are now considered among the world's finest examples of how continental glaciation sculpted our planet.

The economic impact of the Trail is quantified at over \$355 million (and growing) annually. Wisconsin's tourism and travel industry widely recognizes The Ice Age Trail, one of only eleven National Scenic Trails, as a crown jewel in the state. Living within a two-hour drive of the Trail are 18 million Americans, and over 2.3 million people from across the country use the Ice Age Trail each year.

The Ice Age Trail Alliance, the organization charged with creating, supporting, and protecting the Ice Age Trail, turned 60-years-old in 2018. It's a worthy milestone reflecting effective collaboration between public, private, and corporate dollars. During this span of years, 20,455 acres were purchased and now 128 miles of Trail is permanently protected in an otherwise shrinking wilderness landscape. A total of 675 miles of Trail are open and actively used by Trail enthusiasts.

It is a place where people of all ages and backgrounds come together to work and play. This linear park winds through woods, farm fields, small towns, and large cities, making Wisconsin's natural beauty accessible and available to both rural and suburban populations.

2019 Annual Report: Achievements of the Ice Age Trail Alliance on Behalf of the Ice Age National Scenic Trail

Land Protection

The Ice Age Trail Alliance, in 2019, continued to make strides toward completion of a continuous Ice Age Trail through Wisconsin. We worked to fill in the gaps by acquiring five (5) properties totaling 232 acres and protecting 0.9 miles of Trail.



Most of the yellow-blazed Ice Age Trail segments fit the image of a traditional, off-road hiking experience. Some segments, however, lead hikers right down the main streets of 132 Wisconsin communities, connecting people with the Ice Age Trail. Currently, 13 municipalities (with more joining each year) have chosen recognition as an Ice Age Trail Community, underscoring the Trail's positive economic impact, locally. Together, the Ice Age Trail Alliance and Trail Communities promote the unique qualities that make the Trail, and the community it travels through, a meaningful destination.

2019 Annual Report: Achievements of the Ice Age Trail Alliance on Behalf of the Ice Age National Scenic Trail

Getting the Next Generation to “Think Outside”

The Ice Age Trail Alliance is working hard to ensure the next generations of trailbuilders and land conservationists continue into the future. Our award-winning Saunters – a youth engagement platform – moves the learning environment from inside four walls to one where the Ice Age Trail is the classroom. In 2019, 2,549 students and educators from 20 school districts chose the Trail as a learning environment through educational hikes, service learning events, and multi-day backpacking outings.

A grant from the National Park Foundation further spurred the Ice Age Trail Alliance to commit to an ambitious goal of getting **10,000 fourth-graders out on the Ice Age Trail** between September 2019 and July 2020. We are in the midst of a successful effort. Already, during the Fall semester, 2,012 students from 30 schools spent time in the outdoor classroom the Trail provides.

The combined impact, of both of these ground-breaking efforts, is impressive. **50 school districts and 4,561 students**, in 2019, enjoyed immersive experiences on the Trail where they rubbed shoulders with glacial features in a way that brought the pages of the textbooks (or tablets) to life. These adventures help shape the minds of future generations, positively affect their mental and emotional wellbeing, and create a culture of community across the glacial landscape.



Trail Development and Maintenance

2019 was 13th consecutive year for outstanding volunteerism on behalf of the Trail. Last year, **2,376** people contributed **82,880** hours of volunteer service with a private sector value of more than \$2.1 million!

Achievements of these Trail enthusiasts included:

- 8 Mobile Skills Crew events addressed Trailbuilding and Trail maintenance needs.
- 1,705 feet of boardwalk, bridges, and puncheon were constructed by well-trained volunteers.
- 576 feet of rock walls now retain the integrity of the Trail along steep terrain.
- 5 miles of new tread was constructed giving hikers more opportunities to discover Wisconsin.
- 10 miles of Trail received significant repairs and new signage.



2019 Annual Report: Achievements of the Ice Age Trail Alliance on Behalf of the Ice Age National Scenic Trail

Ice Age Scenic Trail BY THE NUMBERS

2,376
organization-wide
volunteers

82,880
volunteer hours

3,893 members

50 SCHOOL
DISTRICTS
introduced their
students to the Trail

13 Trail Communities
1 Trail Campus

30,102 social media followers

4,561
students hiked on the Trail
(includes Saunters and
Think Outside initiative)

9 Trailtessa Retreats
introduced
695
women and girls
to the Trail

5 properties
acquired

232 acres protected

48.5 million
forb and grass seeds
were scattered on
the Muir preserve

576
feet of rock wall

8 Mobile Skills Crew events

22,064
feet of tread constructed
(or 5 miles)

1,705
feet of boardwalk,
bridges, puncheon

10 miles of repairs and new signage



A Fine Finish for the Decade

The Ice Age Trail Alliance and the Ice Age National Scenic Trail are far better off after the remarkable year we completed in 2019.

Volunteerism flourished. The 82,880 hours logged in 2019 demonstrates the enthusiasm and dedication of our proudest asset – our volunteers – to the Ice Age Trail. I know these hours are always understated...our volunteers are too modest.

Great land acquisition success. We protected land with increasingly creative strategies. While Federal, State, and local funding sources were utilized in a number of cases, generous donors also stepped up with donations. Unique fundraising events helped make up shortfalls on some key properties in Marathon and Dane counties.

Exciting Trail expansion! The Trailbuilding efforts in Marathon County over the past three years have been incredible. In collaboration with the Central Moraine Chapter, nine large-scale Mobile Skills Crew (MSC) events have redefined our capacity and vision of the Trail as a world-class recreational experience. Seven other great statewide events were held. Between which, we found ourselves beating back the storms and tornados as well.

No money, no mission. It's a fact in every non-profit organization. I am humbled by the support of our donor's and member's generosity. We did not take it for granted! Our entire staff, led by our Philanthropy team, continued to make inroads with foundations and corporations to help leverage private donations with your dedication, enthusiasm, and accomplishments. Their passion and financial enabled the Alliance to bring unique and credible value to these entities and their decision-makers.

Massive outreach efforts.

We're well on our way to meeting our commitment to get 10,000 fourth graders out on the Trail before July 2020. Thanks to generous support – and confidence in the Alliance – from the National Park Foundation and our Triad partners at the National Park Service and Department of Natural Resources, we're going to do it!

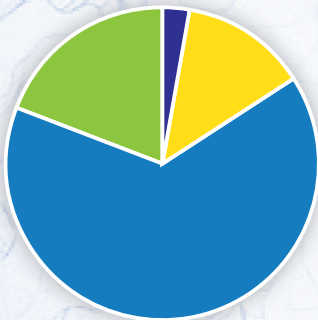
The great achievements of 2019 provided a solid foundation for 2020.



Mike Wollmer
Executive Director

IATA Revenue and Expenses 2019

IATA Revenue 2019

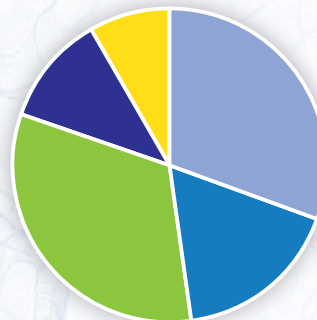


- Government (state & local) - \$54,129
- Government (federal) - \$249,857
- Individuals & foundations - \$1,237,407
includes chapter and in-kind contributions
- Other (events & sales) - \$361,013
includes investment income and gain on sale of land

Total revenue - \$1,902,406

Note: In addition, IATA received \$265,700 that was used to acquire land in 2019. Of this total, \$104,000 was from governmental units; the remainder was from private sources.

IATA Expenses 2019



- Trails - \$559,463
- Lands - \$314,337
- Outreach - \$597,640
- Administration - \$206,866
- Fundraising - \$150,556

Total expenses - \$1,828,862

Note: These numbers include estimated in-kind services from Celtic, Godfrey Kahn, and others. It also includes chapter expenses. Based on February 3, 2020 numbers.

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