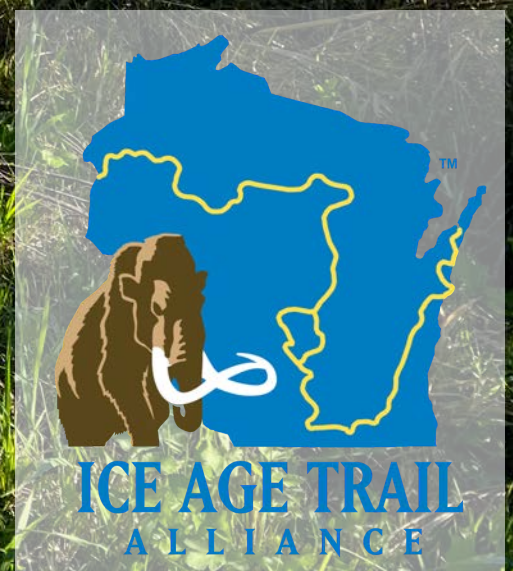


ICE AGE TRAIL ALLIANCE ANNUAL REPORT

2022



MOMENTUM CONTINUES TO BUILD

Enthusiasm for the Trail has not Waned

What a year. As things returned to “normal” after the two-year pandemic, it wasn’t clear what was in store for the Ice Age National Scenic Trail. Would people still have time for outdoor activities? Would they continue to be interested in supporting the Ice Age Trail? It turns out the answer is a resounding yes!

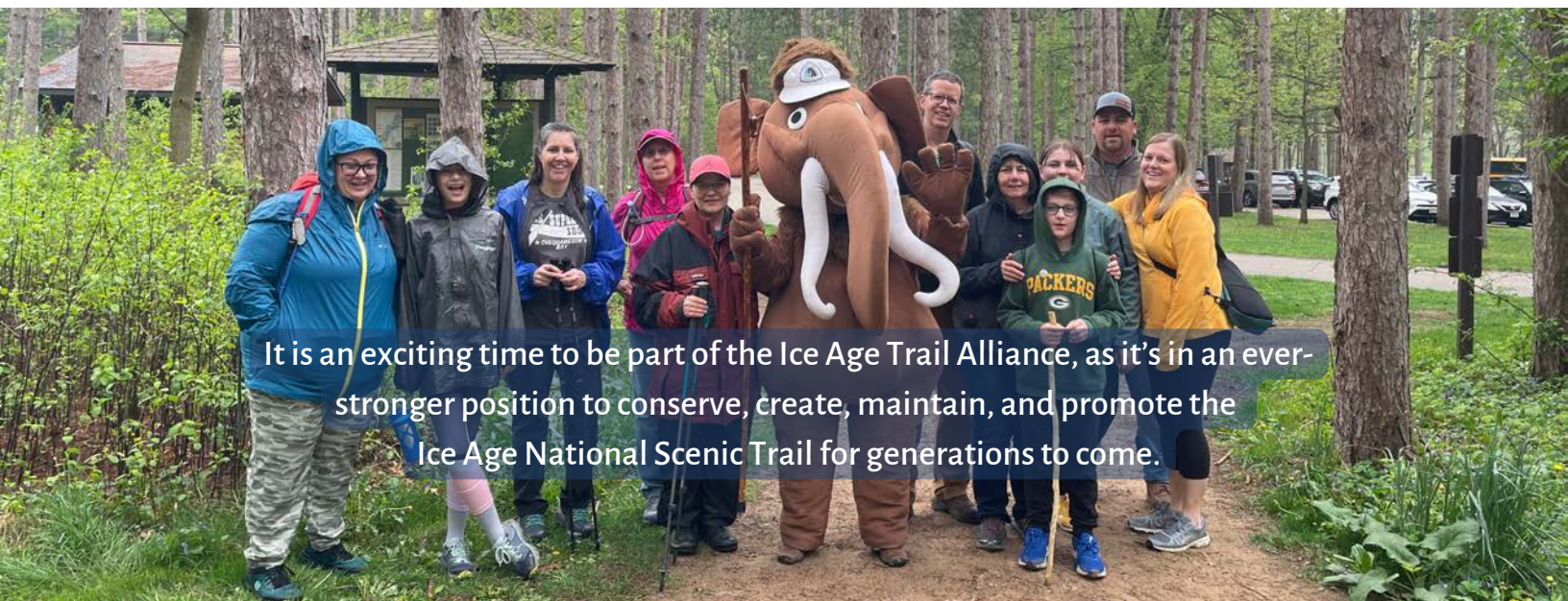
During 2022, momentum for the Trail continued to build in ways the Ice Age Trail Alliance has never before experienced.

- There were more Trail users than ever.
- A record number of volunteer hours were spent on the Trail (and related activities).
- And, more property was protected for the Trail than in previous decades.

What’s more, generous donor and foundation support enabled the Alliance to enhance its capabilities by adding staff members. This allowed the Alliance to officially launch its Habitat Improvement Program and explore additional opportunities to advance the organization.

In addition, the Alliance had the resources in 2022 to create the Michael G. Wollmer operational endowment, ensuring long-term organizational stability with a perpetual stream of revenue to support Alliance operations.

~ Luke Klobberdanz, Executive Director & CEO



It is an exciting time to be part of the Ice Age Trail Alliance, as it's in an ever-stronger position to conserve, create, maintain, and promote the Ice Age National Scenic Trail for generations to come.

CONSERVE

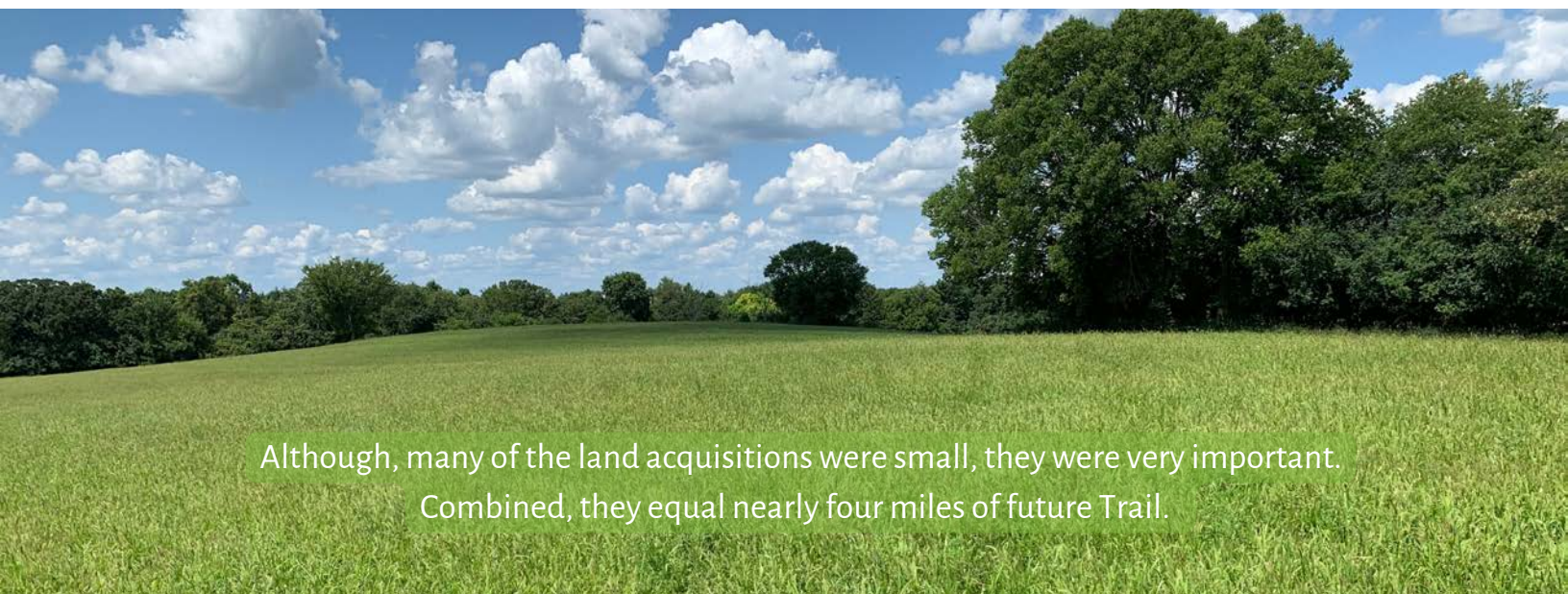
Record Land Protection Efforts Supports Future Trail

A record 19 land transactions occurred for the Trail by the Alliance and its partners in 2022. That equals nearly four miles of future Trail. Here are a few highlights of this banner year:

Partners Protect Drumlin: The Wisconsin Department of Natural Resource's protection of a 30-acre property in the Town of Ottawa in Waukesha County was an acquisition 20 years in the making. This key property will eliminate one-half mile of road walk and connect to an Alliance-property to the north. The property also contains an entire drumlin, which will now be permanently protected.

Future Glacial Geology Showcase: The Ice Age Trail Alliance's protection of an 80-acre property in southwestern Manitowoc County helps close a Trail gap between the Walla Hi Segment and the Brownrigg-Heier Preserve. It was important to protect because of its location and glacial geology, which sets up the area for a future showcase portion of the Trail.

Moraine Woods Conservation Park Addition: In Dane County, an important collaboration between multiple municipalities (the county, City of Madison, City of Verona, and Town of Verona) resulted in protection of nearly 40-acres near the Madison Segment, where suburban development is rampant. The unimproved parcel, with mature woodlands and rolling topography, will provide options for Trail access, parking, and most importantly, preservation of land within the Ice Age Trail corridor.



Although, many of the land acquisitions were small, they were very important. Combined, they equal nearly four miles of future Trail.

CREATE AND MAINTAIN

Eight Large-Scale MSC Events and Three HIP Events

During 2022, the Ice Age Trail Alliance hosted eight large-scale work events (MSC) and three Habitat Improvement Projects (HIP).

Blazing more hiking Trail and improving the hiking experience is what drives MSC and HIP volunteers. 2022's "MSC" work events drew more than 800 dedicated volunteers to locations across the state.

Alliance-Owned Preserves Improved: Before actual Trailbuilding began, Habitat Improvement Projects took place—removing invasive brush and trees from prairies and preparing for burns. Alliance-owned Preserves – Mammoth's Back, SwampLovers, and Steenbock all benefitted from the work, which aims to create habitats more suitable for native species.

Many Segments Received Attention: Trailbuilders initiated a multi-year effort along the Rib Lake Segment, while the New Hope-Iola Skill Hill Segment got a re-route, which resulted in a more enjoyable experience for hikers and skiers. A re-route of the Lapham Peak Segment eliminated erosion concerns, replaced a questionable boardwalk, and improved hiker safety. The Rice Lake Preserve in Marathon County was readied and by season's end hosts the White Cedar Segment.



Thanks to the efforts of Trailbuilding volunteers, including those at the chapter level, the Ice Age Trail is 57% complete, with 683.7 miles blazed for hiking.

PROMOTE

Word is Getting Out About the Trail!

There's no doubt, people of all ages and abilities from across the state—and nation—are discovering the Ice Age Trail.

Awareness Raising Campaigns: The Ice Age Trail appeared in state and national media nearly every month in 2022. This includes about 100 Trail-related stories appearing in TV, magazines, newspapers, and on the radio. What's more, the Alliance conducted its first-ever state-wide marketing campaign to bring awareness to the Trail, including billboards, audio, and digital ads.

Record Participation: During October, the Alliance hosted the third Mammoth Hike Challenge. More than 7,000 people registered to hike 42 miles on the Trail and visit 3 Trail Communities. 63% of registrants were new! Although a free Challenge, participants donated more than \$20,000.

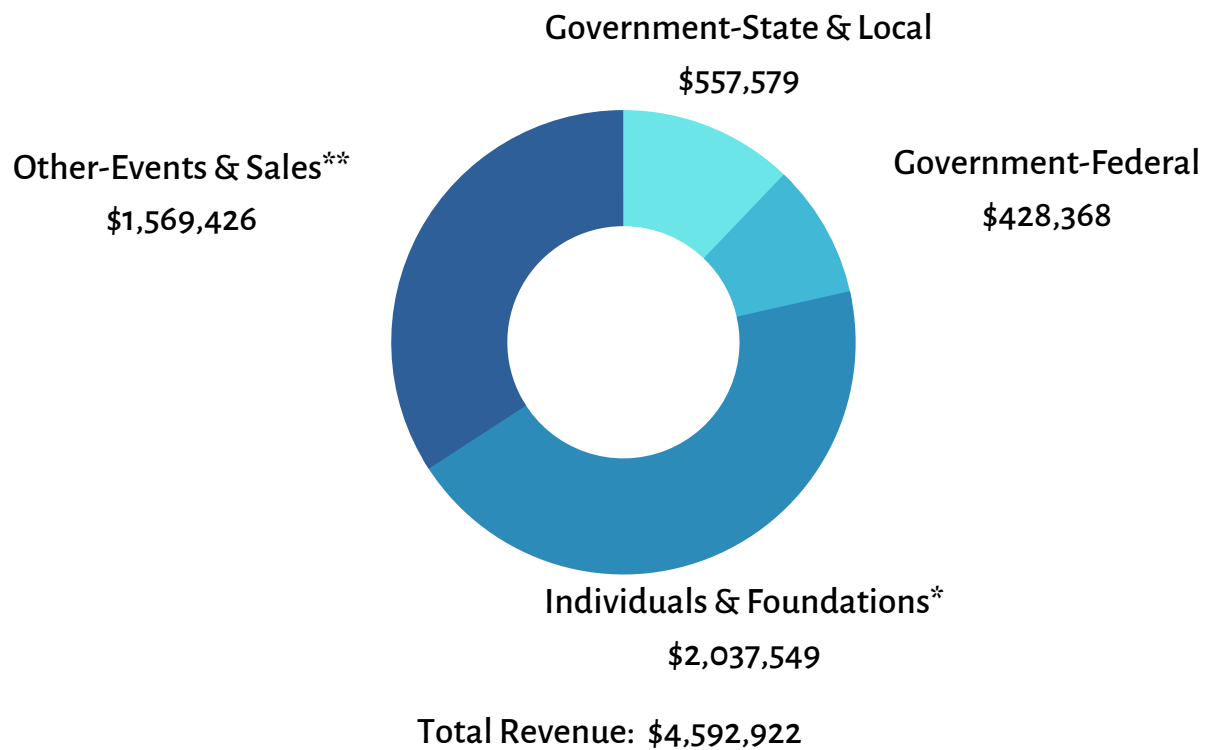
Kids Get Outside: The Alliance's Think Outside educational outreach program brought 6,000 fourth-graders to the Trail, during 2022, and taught them about Wisconsin's glacial past. What's more, 800+ kids participated in the Alliance's Summer Saunters hiking program.



Mammoth Hike Challenge participants reported spending \$473, 717 in support of their hiking passion during October, a 22% increase from 2021.

REVENUE

The Alliance Enjoyed Solid Footing in 2022

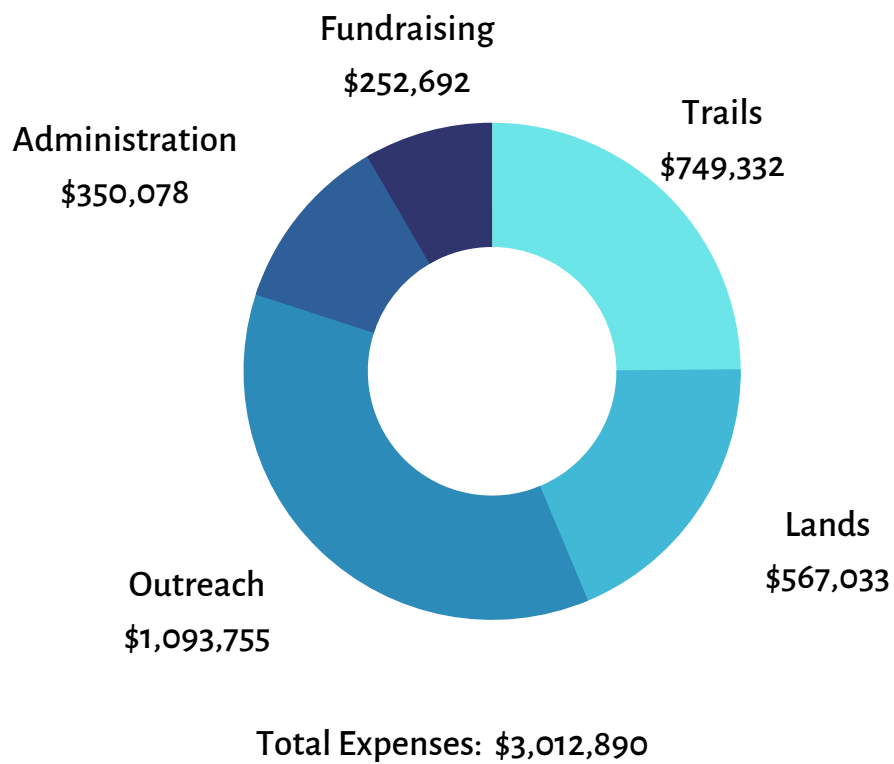


*includes chapter and in-kind donations; **includes investment income (non-endowment)



EXPENSES

The Alliance Supported Important Programs in 2022



ORGANIZATIONAL SUCCESSES

2022 Numbers Tell an Impressive Story



- 207 acres of land protected for the Trail
- 19 properties protected for the Trail
- 21,974.1 acres of total land protected for the Trail since 1986



- 5,447 memberships



- 1 new Executive Director



- 1,839 volunteers
- 84,349 volunteer hours devoted to the Trail (and related activities)



- 17 Trail Communities



- 683.7 miles of blazed Trail
- 543.8 miles of connecting route



- 3 bridges constructed
- 2,619 feet of boardwalk built
- 4.4 miles of sustainable Trail created
- 252 feet of rock walls built



- 7,023 Mammoth Hike Challenge registrants
- 6,000 fourth-graders participated in Think Outside
- 411 officially recognized Thousand-Milers