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 $113 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 1.25 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, is turning 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 have been purchased and now 128 miles of Trail is permanently protected in an otherwise shrinking wilderness landscape.

It is a place where people of all ages and backgrounds come together to work and play. Ensuring another 60 years and beyond for the Trail, popular initiatives connect Wisconsinites to the personal benefits of the Trail experience.

Trailtessa Retreats, an initiative spurred by grant funding from REI’s Force of Nature initiative, are focused on engaging multi-generational women and girls in immersive day-hikes and outings. Women are invited to expand their capabilities and push their personal limits out on the Trail.

Service Learning experiences on the Trail help shape tomorrow’s leaders by giving students ranging from 4 to 24-years-old the opportunity to work alongside community mentors, including local and state political leaders, as they restore the landscape, create stone steps, or install signage that is critical to the next person on the path.

Saunters is dedicated to combating “nature deficit disorder” by taking youth on Ice Age Trail hikes infused with core curriculum concepts. Saunters is based on the idea that if youth are immersed in natural settings they will learn experientially, naturally, and collaboratively while navigating the glacial landscape on foot.

These immersive, interactive, and natural experiences apply to all Trail users. 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.
An Award-Winning Organization!

Hartzog Outstanding Volunteer Service Group Award

The Mobile Skills Crew Program went head-to-head and won national recognition for its passion, enthusiasm, and friendly sense of community. Since 2002, these attributes brought 13,408 volunteers to 146 project events and generated a total of 265,351 volunteer hours towards making the Ice Age National Scenic Trail a reality. Lauded was its “formalized methodology of approaching trail construction and maintenance”. In tandem, systematic and professional-level trainings have enabled volunteers to fully participate in Trail stewardship. Also noted was the keen desire to connect diverse communities to the Trail, leading to the successful, on-going establishment of new partnerships.

Hartzog Outstanding Park Volunteer Program

Designed to get the next generation intimately connected to the Trail through an immersion experience, the Saunters Program was recognized for its “growth spurt.” In six short years, Saunters boasted a 366% increase in the number of school districts involved, and a 614% increase in students served.

Extraordinary advances include introducing diverse populations – rural youth in northern Wisconsin to urban kids of Milwaukee – to the well-being found on the Trail.

United States Forest Service Eastern Region Honor Award for Volunteerism and Service

The Ice Age National Scenic Trail Infrastructure Overhaul project exemplified the Alliance’s ability to forge strong partnerships with diverse populations. This collaborative, multi-year effort spanning 2012 – 2016, addressed infrastructure upgrades to popular segments of the Ice Age National Scenic Trail where it traverses the Chequamegon National Forest. Alliance staff, local members of the Ice Age Trail Alliance High Point Chapter, and Forest Service personnel worked shoulder-to-shoulder with the next generation of trail stewards. This included both students from the Medford Area Middle and High School and youth from New Vision Wilderness, a Medford area business which provides a residential, wilderness based Intensive Level of Care Program for those who require an immediate intervention and treatment. These efforts included replacement and construction of over
An Award-Winning Organization! continued

700 feet of elevated boardwalk, two clear span bridges – one 67-feet and one 20-feet in length – and 4 miles of trail tread construction and trail signage upgrades. Extending these achievements into the Rib Lake area and on Taylor County Forest lands, a staggering 1,110 volunteers contributed a whopping 23,087 hours toward improving the Ice Age National Scenic Trail in Taylor County.

Outstanding Trail Leader award presented by American Trails

Director of Trail Operations for the Ice Age Trail Alliance, Tim Malzhan, was honored with the prestigious Outstanding Trail Leader Award by American Trails. This award honors the contributions of leaders who are working for the advancement of trails across the country and who have made compelling and significant contributions to the trails in their home state. Malzhan’s passion for the Trail led him to create the successful Mobile Skills Crew (MSC) Program designed to support the building and maintaining of the Ice Age Trail. The first event of this model program was held in 2002. MSC harnesses the dedication of ordinary citizen volunteers, who are trained in advanced trail construction and crew leadership techniques. Malzhan also created the “trails notebook” series. These notebooks provide standards and give direction to the trailbuilding efforts of volunteers statewide.

Successful Trail Improvements

2017 was 11th consecutive year for outstanding volunteerism on behalf of the Trail. Last year 2,081 people contributed 79,196 hours of volunteer service with a private sector value of almost $1.8 million!

Achievements of these Trail enthusiasts included:

- 1,646 feet of boardwalk, bridges, and puncheon were constructed by well-trained volunteers.
- 650 feet of rock walls retain the integrity of the Trail along steep terrain.
- 28,000 feet of brand new tread was constructed giving hikers more room to roam.
- 19.6 miles of the Trail received significant repairs and new signage.

However, in spite of these successes, there continues to be a growing backlog of trail construction and maintenance projects which require a greater level of funding to ensure adequate user safety.

Thoughtful Cultivation of Conservationists

The Alliance is working hard to ensure the collective efforts of trailbuilding and land conservation continue into the future. One approach is Saunters - a youth engagement platform that changes the learning environment from one with four walls to one where the Trail is the classroom.

In 2017, the Ice Age Trail Alliance partnered with 19 schools districts to bring 2,136 youth and educators out on the Trail for a series of educational hikes, service learning events and multi-day backpacking outings. Collectively, these adventures are helping shape the minds of future generations; making positive impacts on mental and emotional wellbeing, and creating a culture of conservation in communities across the glacial landscape.
Effective Land Protection

The Ice Age Trail Alliance, in 2017, continued to make strides towards completion of a contiguous Trail through Wisconsin. We worked to fill in the gaps by acquiring four properties totaling 56 acres and protecting one mile of Trail. These disappointing numbers reflect a lack of contributions from traditional partners at the federal (National Parks Service) and state (Wisconsin Department of Natural Resources) levels, and a lack of Land & Water Conservation Funding. Land & Water Conservation Fund support has, historically, provided the impetus for land purchases used to expand and protect the Trail.
Executive Director’s Report

The Ice Age Trail Alliance is fortunate in recent years to be able to look back at prior years with great pride. 2017 was no different in that regard. It also set a new standard of what we can expect to achieve in the future.

Programmatically our programs flourished. Led by competent and professional staff, and supported by the best volunteers in the country, our Trails, Land, Outreach & Education and Philanthropy programs met or exceed the goals set in our sun setting 2015-2017 Strategic Plan. As important, our Board of Directors, with active and vibrant committees, provided key leadership with diligent governance and prudent financial oversight.

Additionally, 2017 was the year we began looking forward as we created a new, bold, and aggressive strategic plan. Based on the initiatives detailed in the 2018-2020 Strategic Plan, the future looks bright for the Ice Age National Scenic Trail. This optimism is, in large part, thanks to the continuing growth of the Alliance. One that is sustained by an organizational commitment to ever-evolving demographics and cultures of today’s and tomorrow’s Trail enthusiasts.

I was recently asked what I thought of our mission and vision statements which contain the foundational phrase, “…to create, support and protect the Trail…” My response required no thought; these activities remain as relevant, important, and meaningful as ever and maybe even more so.

Trail users from across the country are using and discovering the Ice Age Trail and the key role the Alliance and our members, volunteers, and corporate partners play in the relevance and continuity of the Trail. Thanks to 2017, the Alliance’s future is strong, resilient and progressive.

IATA Revenue and Expenses 2017

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trails</td>
<td>$414,733</td>
</tr>
<tr>
<td>Lands</td>
<td>$252,269</td>
</tr>
<tr>
<td>Outreach</td>
<td>$441,964</td>
</tr>
<tr>
<td>Total program services</td>
<td>$1,108,966</td>
</tr>
<tr>
<td>Administration</td>
<td>$166,339</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$148,152</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td><strong>$1,423,457</strong></td>
</tr>
</tbody>
</table>

*Note: these numbers include estimated in-kind services from Celtic, Godfrey & Kahn, and others. Also includes chapter expenses.*

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government (state &amp; local)</td>
<td>$121,718</td>
</tr>
<tr>
<td>Government (federal)</td>
<td>$280,425</td>
</tr>
<tr>
<td>Individuals &amp; foundations</td>
<td>$936,301</td>
</tr>
<tr>
<td>(includes chapters; net of Underwood)</td>
<td></td>
</tr>
<tr>
<td>Other (events &amp; sales)</td>
<td>$183,003</td>
</tr>
<tr>
<td><strong>Total revenue</strong></td>
<td><strong>$1,521,447</strong></td>
</tr>
</tbody>
</table>

*Note: in addition, IATA received $431,797 that was used to acquire land in 2017. Of this total, $410,000 was from governmental units; the remainder was from private sources. Based on February 20, 2018 numbers.*