



ANNUAL MEETING

SUMMIT & WORKSHOPS

THIS INVITATION AND AGENDA IS FOR THE WISCONSIN ATV / UTV
ASSOCIATION'S ANNUAL MEETING WEEKEND ON APRIL 10TH - 12TH
2015 IN WAUSAU WI



YOUR WISCONSIN ATV / UTV ASSOCIATION

IMAGE IS EVERYTHING

The leadership team for the Wisconsin ATV / UTV Association would like to welcome you to the 2015 annual meeting, summit and workshops!

This year we have added a summit that will focus on the importance our sport plays in providing jobs and economic stimulus to our state's economy.

ABOUT WATVA

WATVA OVERVIEW -

To further enhance and to expand the vision of the Wisconsin ATV / UTV Association (WATVA), the leadership has recognized the need to provide a tangible set of goals to serve as a guide for the clubs and membership to believe in, to work toward, and to encourage others to join us!

WATVA promotes shared leaderships that strengthen the ability of organizations at the most local level. To best support and offer effective assistance to our members, our focus remains on helping form new OHV groups, offering meaningful help to existing ones, promoting a positive image in all things we do, and by establishing a communications network in which all can share their successes or ask for assistance with particular challenges. WATVA remains committed to provide educational programs and materials for youth and adults alike, to encourage awareness of the impact we all have on the future of the sport and industry of off-highway vehicles (OHV).

WATVA GOALS - Ensure WATVA and its local chapters are widely recognized as a resource and support system for promoting responsible OHV use by providing useful and positive OHV information to area media, lawmakers, land managers, businesses and dealerships, and other sources as it may apply.

Ensure the behaviors of OHVs are that of enthusiasts who are respectful of other trail users; understand industry safety issues and who are environmentally responsible.

Promote the widespread image of OHV recreation as family oriented and as a responsible group maintaining sound community ethics. To assist and encourage community OHV recreational parks and/or trail systems at which safety training and responsible riding habits are a priority program.

Expand and sustain the network of OHV enthusiasts and their supporters who promote the responsible enjoyment of the OHV sport. Establish successful informational and educational displays in dealership showrooms that connect the local and state OHV organizations centering around the Ride Smart program.

Attract, train, involve, support, recognize and retain large numbers of volunteer members dedicated to promoting the WATVA's goals and mission. To coordinate and plan regional workshops that address specific needs of the members, OHV enthusiasts, land managers, tourism representatives and other advocates, to increase and maintain OHV riding area opportunities.

Promote balanced safety and environmental education. This includes but is not limited to distributing available materials through community safety programs and various demonstrations that present themselves to our memberships. To always be proactive and aggressive in delivering a consistent message that portrays the OHV sport as mainstream and socially acceptable.



WEEKEND AGENDA

FRIDAY 4/10: TRAIL AMBASSADOR TRAINING

1pm - 5pm: Trail Patrol Ambassador program training for new and re-certifying volunteers.

SATURDAY 4/11: ECONOMIC SUMMIT PANELS

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Sign in & Registration - 8:00 am - 8:45 am

9:00 am to 9:50 am : Panel 1: Jobs Impact from Our Sport

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10:00 am to 10:50 am: Panel 2: Trail & Route Systems

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11:00 am to 11:50 am: Panel 3: Impacts of Trail Funding to Your Community

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SATURDAY 4/11: LUNCH FROM 12:30 PM TO 2 PM

SATURDAY 4/11: AFTERNOON WORKSHOPS

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2 pm - 2:50 pm: Trail Town Program

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3 pm - 3:50 pm: New Trail Layers (Preferred Routes, Trailway)

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4 pm - 4:50 pm: Legislative Updates

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SATURDAY 4/11: EVENING AWARDS

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5:30 pm - 6:30 pm: Dinner

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7 pm - 9 pm: Awards Ceremony

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SUNDAY 4/12: WATVA ANNUAL MEETING

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9 am - 12:00 pm: WATVA Annual Meeting

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HOTEL & MEAL INFO

PLAZA HOTEL



HOTEL INFORMATION

The summit (as well as workshops and annual meeting) are being held at the Plaza Hotel & Suites in Wausau WI.



ROOMS

Call 1-800-754-9728 to reserve your room today! Mention the Wisconsin ATV / UTV Association for special rates.



MEAL INFORMATION

Saturday's lunch and dinner will be served at the conference. Meal information will be available soon.



QUESTIONS? COMMENTS?

Feel free to contact the Wisconsin ATV / UTV Association with questions or concerns regarding the lodging and meals. info@watva.org or (920) 694-0583.



ECONOMIC IMPACT SUMMIT

OVERVIEW OF THE SUMMIT

The ATV and UTV sport has more economic impact than just to the manufacturers that produce the machines. Our riders spend their money at supporting businesses that help sustain the enjoyable sport we know today. These businesses offer employment to local communities.

Our sport supports economic growth via recreation. These businesses rely on our riders to support their business.

This summit is going to discuss three different topics. Jobs & growth; our trails and routes and impacts of funding. Each panel has invited guests that represent various industries, land managers and grass roots organizations. Participation from the audience is encouraged when appropriate.

PANEL 1 - JOBS & GROWTH

9:00 AM TO 9:50 AM

This panel will focus on the jobs and economic growth of the businesses that support our sport. Panelist will focus on the following questions:

How many jobs does your business support?

What is the average salary range of your employees?

How important are the ATV / UTV riders to your business?

Will a registration fee effect your overall business?

How critical is direct trail / road route access to your business?

What thoughts would you have about opening more road routes in your area?

CASE STUDIES



DEALERSHIP - SOUTHEAST WISCONSIN

"A larger dealership in Southeast Wisconsin has over 25 full time employees with an annual payroll of \$1,500,000."

HOTEL - NORTHWEST WISCONSIN

"A hotel, conference center and restaurant has 10 full time employees and 25-30 employees with an average payroll of \$275,000."



ECONOMIC IMPACT SUMMIT

PANEL 2 - OUR TRAILS & ROUTES 10:00 AM TO 10:50 AM

This panel will focus on the current state of the overall trail systems from Wisconsin. Panelist will include land managers, user groups and others to discuss the following topics:

Are riders satisfied with navigating the trails and routes?

What is your overall satisfaction of the trails / routes in Wisconsin?

What is your overall satisfaction of the current trail and route signs?

How are our riders accessing the off-road trails?

How satisfied are you with the trail heads in Wisconsin?

How satisfied are you with the road routes in Wisconsin?

What is your expectation of WATVA?

PANEL 3 - IMPACTS OF FUNDING 11:00 AM TO 11:50 AM

This panel will focus on the impacts of the state's trail funding program. The panelists are going to be grassroots organizations and businesses in a community where the ATV / UTV registration funds have been used to improve the trail / route system. The following questions will be asked:

Do you feel an increase in the ATV / UTV registration fee will cause riders to stop registering their machines or to stop riding?

How do we get the message to the non-members as to how our ATV / UTV conservation fund is self-funded?

What will happen to our sport if we can no longer expand or in some cases close areas when large rehab projects cannot be fully funded?

Without more funding, can we still add new trails?

CASE STUDY



WHAT ARE YOUR EXPECTATIONS FROM THE WISCONSIN ATV / UTV ASSOCIATION?

"To represent the riding population in the betterment of the sport, create positive attitudes with the general population and landowners on ATV/UTV's. Represent us with the lawmakers to make this sport better without a lot of unnecessary rules. Be an organization that works with other states as well as ours in promoting the sport."



LAND MANAGER SURVEY RESULT SAMPLES

UNDERSTANDING OUR RESULTS

During the first part of 2015, WATVA sent out surveys to riders, land managers and business owners to help understand their feelings towards our sport and how the riders have an impact on local economies. These are our results.

IN YOUR OPINION, WHAT ARE SOME OF THE PROBLEMS THAT THE USER GROUP(S) ARE RESPONSIBLE FOR?

"I wouldn't call this a "problem" but a "lack of understanding" of how difficult it is for land managers to balance all the needs and wants placed on public land and we as land managers can't provide everything to everyone."

"We experience a fair number of off trail riders that go around gates, into areas that atvs are prohibited, etc. This is not uncommon, nor is it a problem that is of highest concern to me right now."

BUSINESS OWNERS SURVEY RESULT SAMPLE

DO YOU FEEL AN INCREASE IN THE ATV / UTV REGISTRATION FEE WOULD AFFECT YOUR OVERALL BUSINESS?

"Probably no effect unless a prohibitively high rate."

"No, it seems the few ATVers we see.. mention that other states are more expensive, and if it improves the trails, it's a good thing"

"Not really, if ATV/UTV'rs truly enjoy the sport, they'll pay the registration fees"

CONSUMER SURVEY RESULT SAMPLES

RESULTS FROM A RECENT PUBLIC SURVEY ABOUT TRAIL RIDING SATISFACTION

During the first part of 2015, WATVA sent out surveys to our consumers. The survey had one open text question. These are some of the results.

WHAT ARE YOUR EXPECTATIONS FROM THE WISCONSIN ATV / UTV ASSOCIATION?

"I hope they try to get more trails open in our area."

"Keep maintaining the high quality of trails we have to offer."

"They do a great job keeping things together on the trail systems and with clubs."

"More trail systems, greater use of UTVs."

"I'm pretty happy with way things are. I would like to see a more unified signage system figured out for all the states trails to use. Most the trails systems I have been on are pretty well signed but few are lacking."

"To educate and provide information to non-riders of the monetary benefit & extra business that the off road industry brings to their area without destroying nature. To help coordinate the different areas in developing and properly marking trails."

"Leader in safety for our sport. Liaison between lawmakers at the state level and local municipalities for trail access. New trail development. Promote our sport and make people aware of the economic impact riders bring to their community. Also, help promote a better system of trail signage."

"The trails I ride have meet all my expectations from the signs to the sites. I look forward to it every year and wish I could stay longer. "

"To help local clubs expand off road trails. Landowners need to be encouraged to allow fence lines and wooded areas to be opened to ATV use. For several years there has been a trail on my property going around the ends of fields and woods, There has never been a problem with any one going off trail. It's been a positive experience."

SURVEY RESULTS & COMMENTS

UNDERSTANDING OUR RESULTS

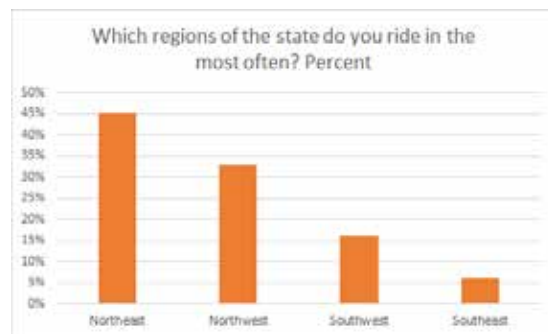
During the first part of 2015, WATVA sent out surveys to riders, land managers and business owners to help understand their feelings towards our sport and how the riders have an impact on local economies. These are our results.

WHAT REGION DO YOU RIDE IN THE MOST?

Wisconsin has hundreds of miles of trails, spread over the entire state. We need to know what area of the state you ride in the most?

RESULTS

Northeast	45%
Northwest	33%
Southwest	16%
Southeast	6%



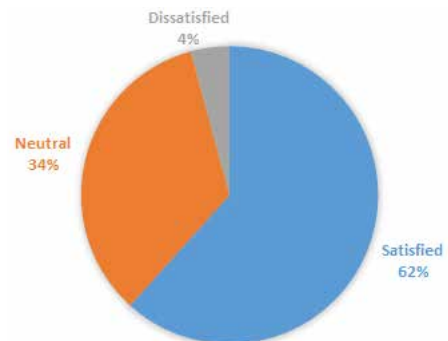
OFF-ROAD TRAIL OVERALL SATISFACTION

We would like to know how you feel about off-road trails in regards to their quality. Granted, there are many different types of trails in Wisconsin, but we are trying to find out how well you are satisfied with the trails that you primarily ride on. Please rate how satisfied you are with those trails.

RESULTS

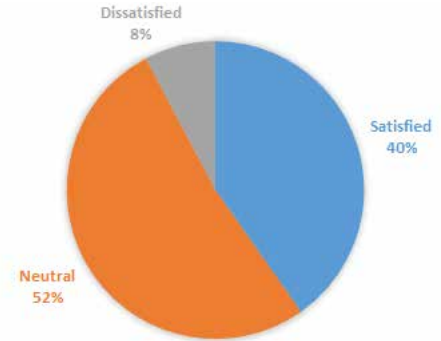
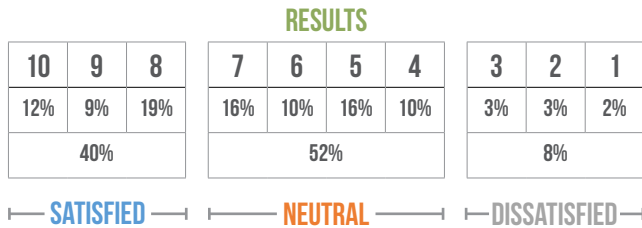
10	9	8	7	6	5	4	3	2	1
20%	13%	29%	14%	9%	9%	2%	1%	1%	2%
62%			34%				4%		

— SATISFIED — — NEUTRAL — — DISSATISFIED —



OFF-ROAD TRAIL SIGN SATISFACTION

We would like to know how satisfied you are with trail signs on the trail. This does not include road route signs (that's another question coming up).



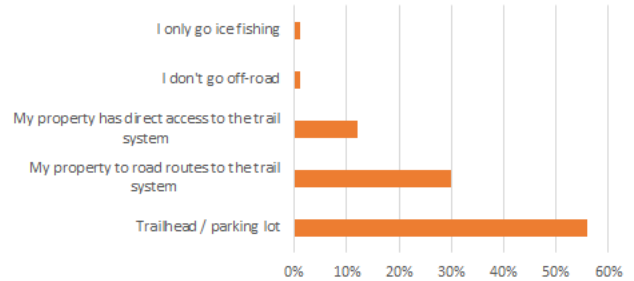
HOW DO YOU ACCESS THE OFF-ROAD TRAIL SYSTEM?

How do you get your ATV or UTV on to the off-road trail system?

RESULTS

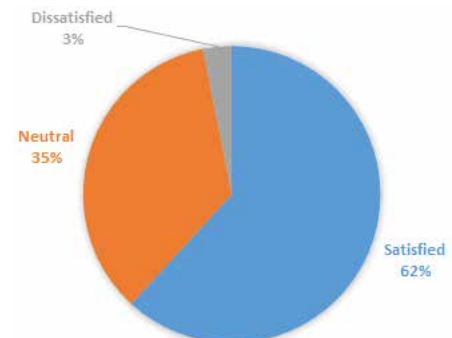
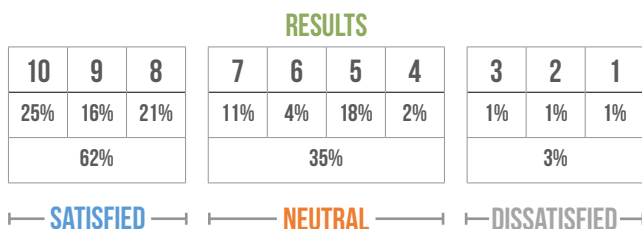
Trailhead / parking lot	56%
My property to road routes to the trail system	30%
My property has direct access to the trail system	12%
I don't go off-road	1%
I only go ice fishing	1%

How do you access the off-road trail system?
Percent



TRAILHEAD SATISFACTION

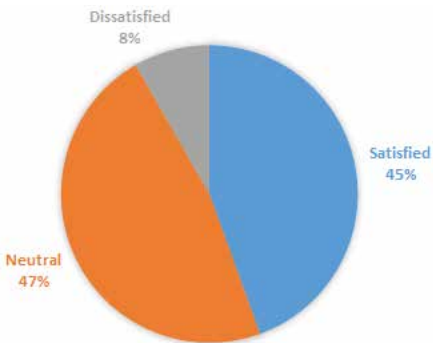
Overall, what is your satisfaction of the trailhead(s) you use?



SURVEY RESULTS & COMMENTS CONTINUED

ROAD ROUTE SATISFACTION

How satisfied are you with the road route system in Wisconsin, overall?



RESULTS

10	9	8	7	6	5	4	3	2	1
15%	12%	18%	13%	13%	17%	4%	3%	2%	3%
45%			47%				8%		

← SATISFIED →
← NEUTRAL →
← DISSATISFIED →

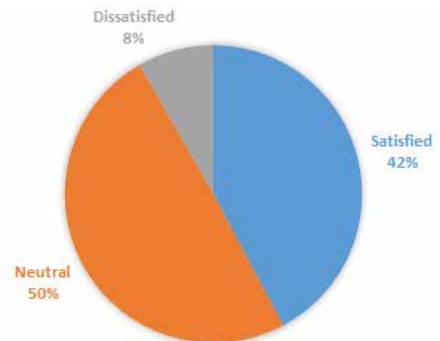
ROAD ROUTE SIGN SATISFACTION

Overall, how satisfied are you with road route signs in Wisconsin?

RESULTS

10	9	8	7	6	5	4	3	2	1
13%	10%	20%	16%	12%	14%	7%	3%	2%	3%
43%			49%				8%		

← SATISFIED →
← NEUTRAL →
← DISSATISFIED →



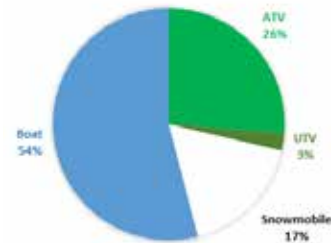
WISCONSIN ATV / UTV REGISTRATION DATA

MOTORIZED RECREATION REGISTRATION DATA

The data was supplied by the Department of Natural Resources as of 1/2/2015.

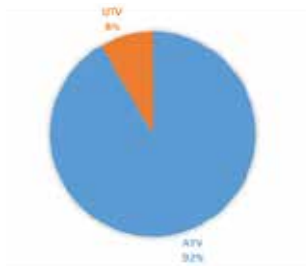
RESULTS

Boat	54%	627,462
ATV	26%	305,012
Snowmobile	17%	200,862
UTV	2%	27,977
Total:	100%	1,161,313



ATV / UTV REGISTRATION DATA

The data was supplied by the Department of Natural Resources as of 1/2/2015.

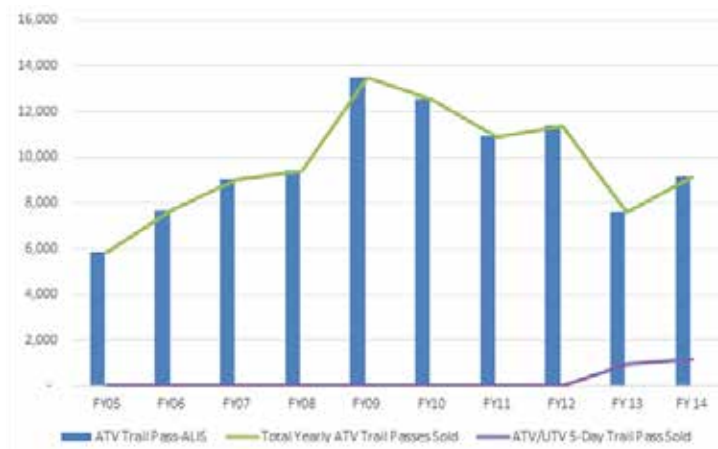


RESULTS

ATV	92%	305,012
UTV	8%	27,977
Totals	100%	332,989

ATV / UTV TRAIL PASSES SOLD PER FISCAL YEAR

Fiscal Year	FY14	FY13	FY12	FY11	FY10	FY09	FY08	FY07	FY06	FY05	FY04
Total Yearly ATV Trail Passes Sold	9,160	7,611	11,162	10,900	12,542	13,496	9,426	9,043	7,687	5,861	1,067
ATV/UTV 5-Day Trail Pass Sold	1184	946	-	-	-	-	-	-	-	-	-



WATVA WORKSHOPS

INFORMATION & NOTES



COME LEARN ABOUT EXCITING NEW CHANGES TO THE ATV / UTV PROGRAM

As WATVA continues to help grow the state's ATV / UTV program, we are having three workshops during the annual meeting on April 11th, 2015. The following workshops will be taking place.



TRAIL TOWN PROGRAM

This exciting new program is designed to drive the consumers to businesses that are trail accessible.



NEW TRAIL LAYERS

To assist the consumer, we are working on new trail layers which will help with navigation.



LEGISLATIVE UPDATES

There are a lot of updates that have happened since the last meeting, and will be happening this year.



2:00 PM TO 2:50 PM

- Overview of the Trail Town program
- Who the program benefits
- How to enroll in the program
- Where to send the consumer to find listings



3:00 PM TO 3:50 PM

- Preferred Routes to help riders navigate to trail heads and businesses
- Trailway's help the rider travel long distances by following these numbered trails / routes



4:00 PM TO 4:50 PM

- Possible changes to registration fees
- CPSC rulings on UTVs
- Other topics?



2014 IN PICTURES

PHOTOS FROM WATVA EVENTS





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DOES YOUR CLUB NEED PROFESSIONAL LOOKING PRINTED PIECES, LIKE THIS AGENDA?

The Wisconsin ATV / UTV Association can assist your club in printing agendas, flyer's, booklets, maps, calendars, raffle tickets, etc. Give us a call at 920-694-0583 to learn how we can help your club!