



Three Bears Lodge

October 25, 2011

Wisconsin ATV Association
3321 Behrens Parkway
Sheboygan, WI 53081

Members of the Wisconsin ATV Association:

As a representative of Three Bears Lodge, Warrens, WI, I am writing in support of a Permanent UTV Registration Program.

A Permanent UTV Registration Program is good for the economy, not only for counties that have ATV/UTV trails, but for Wisconsin in general. Nearly 20% of UTV riders during the pilot program were from out of state. Demographics of the UTV pilot program showed that just over half of the registered users were between the ages of 26 – 50 years old. This is the same age demographics of the guests at Three Bears Lodge.

According to The US Travel Association Travel Fact Sheet (July, 2011), three out of four domestic trips are taken for leisure purposes and rural sightseeing is one of the top five leisure activities for the United States.

ATV/UTV trails bring business for the tourism industries throughout Wisconsin. Even though Three Bears Lodge is located in Monroe County, which does not have ATV trails, we are located only 10 minutes from ATV/UTV trails. Continuing the UTV Registration Program will continue to boost Wisconsin's economy, both by Wisconsin residents and out of state residents.

The loss of the UTV Registration Program will hurt not only the ATV trail industry, but also hospitality industries, such as Three Bears Lodge as well.

Sincerely,

Amy Gernetzke
Administrative Assistant

Three Bears Lodge
701 Yogi Circle
Warrens, WI 54666

608-378-2518



City of Gillett
Tourism & Marketing Commission
150 North McKenzie Street
Gillett, WI 54124

Randy Harden
Chair, Governor's State Trail Council
C/O WATVA
3321 Behrens Parkway
Sheboygan, WI 53081

Wednesday, October 26, 2011

Good Day Mr. Harden,

On the evening of October 25th, 2011 the Tourism and Marketing Commission of the City of Gillett met. One of the items on the agenda was the UTV Registration Program and the proposed Resolution. After discussion there was a motion and second to support the Resolution as presented. The motion passed the commission.

Gillett markets itself to the OHV community as the "atv capital of the world." We realize that some people are skeptical of our claim. As the marketing and tourism arm of the local government we understand that Gillett does not stand out among hundreds of other small communities in the State of Wisconsin. We have to hang our hat somewhere. We have chosen this moniker.

By promoting ourselves as the capital we have seen an increase in ATV and UTV traffic in our community which is helping to drive our local economy. It has been a great benefit. The UTV traffic has increased tremendously in our community and on our local trails. We have not seen where the UTV's have caused any negative effects on our trail system. The UTV users bring yet another demographic into the OHV market which we are pleased to service.

For all of the above listed reasons we wish you to know that we adamantly support the efforts of the State Trails Council to make UTV registration a permanent program.

Respectfully,

Gary T Pemrich
Chair
Gillett Tourism and Marketing Commission

CC: Gary Tauchen, Robert Cowles

Randy Harden

From: Randy Harden
Sent: Thursday, October 27, 2011 5:59 PM
To: Randy Harden
Subject: Yamha of Port Washington

October 24, 2011

Hello Randy,

I just want to say thank you for your efforts. I truly believe allowing UTV's access to Wisconsin trails would be a great boost to our economy. Our dealership sells Yamaha UTV's and we could use a boost in sales. We've had prospective UTV customers waiting for years for Wisconsin to open the ATV's trails to UTV's. I know we would also see a boost in tourism as well if the UTV legislation moves forward.

Once again I appreciate your efforts!

Sincerely,

Mike Eidenberger

Yamaha of Port Washington
540 W. Grand Avenue
Port Washington, WI 53074
262-284-5995