



WISCONSIN DEPARTMENT OF TOURISM
RESEARCH

Economic & Demographic Profile of Wisconsin's ATV Users:

Results of an economic survey conducted between June and October 2003

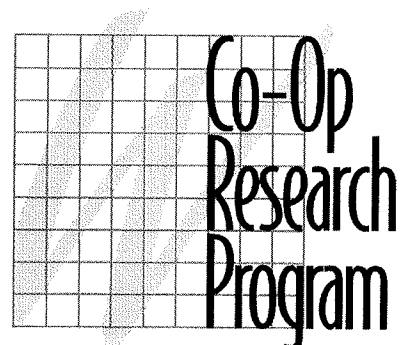
Executive Summary

March 2004

In conjunction with

Wisconsin ATV Association (WATVA)

Department of Urban & Regional Planning
University of Wisconsin – Madison/Extension





WISCONSIN DEPARTMENT OF TOURISM RESEARCH

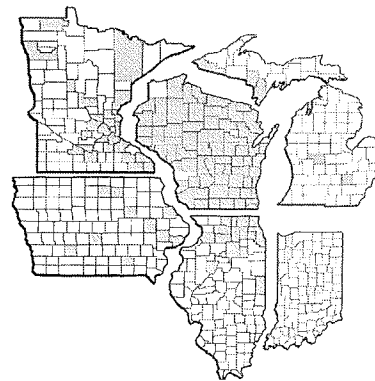
Introduction

The All-Terrain Vehicle (ATV) industry has witnessed changes since Honda introduced the first ATV in 1971 – the three-wheeler. During the 1980s Suzuki was credited with introducing the first four-wheeler. According to the Specialty Vehicle Institute of America (SVIA), an ATV is defined as a four-wheeled motorized vehicle designed for a single rider. In more general terms, a durable vehicle used for work and recreational purposes.

According to an article in the September 2003 issue of *ATV Action*, “when it comes to four-wheeling, Wisconsin is an undiscovered paradise.” During the past 15 years, ATV usage has increased dramatically. The Wisconsin Department of Natural Resources began registering ATVs in 1986, and by the end of 1987 there were a total of 25,600 registered ATVs. Just ten years later, that figure more than tripled to 79,245, and by the end of 2003, there were a total of 192,211 registered ATVs in the state. The popularity of ATV trail riding is evident in that Wisconsin is home to 5,555 miles of state-funded trails; 1,559 miles open for summer usage and 3,996 miles available in the winter. These figures do not include trails found on private lands or operated as club trails.

2003 Profile of Wisconsin's ATV Users

- The majority of riders come from the Midwest: Wisconsin (86%), Minnesota (6%), Illinois (5%), Iowa (2%), Indiana (0.6%) and Michigan (0.5%). The shaded counties indicate the residence of midwestern visitors who took ATV trips in Wisconsin this summer.
- The average age of survey respondents was 40 years. Thirty percent have annual household incomes between \$41,000 and \$60,000; 24% had incomes between \$61,000 and \$80,000.
- Favored leisure activities include ATV riding, hunting, fishing, camping, snowmobiling and boating.
- Most (97%) owned their ATVs and on average, own two machines. Over the course of a year, these riders take an average of six Wisconsin ATV trips. Seven out of ten indicated they ride their ATVs in the winter.
- When planning their leisure trips, ATV users primarily rely on word of mouth recommendations, the Internet, Wisconsin's Tourism Guides, local tourism information, the DNR, and magazines.



**County of Residence for Wisconsin's
Midwestern ATVers**

Trip Characteristics

- Over half were in the area to specifically ride the trails; 21% were attending an ATV event as well as riding the trails; 17% were attending an ATV event and 5% were on a leisure trip.
- The majority (62%) were on an overnight trip from home and staying in RVs, hotel/motel, 2nd/vacation homes, with family and friends, campgrounds or rented cabins.
- Overall ATV visitors stayed 3 nights in the area. RV campers stayed the longest (3.7 nights) and hotel/motel visitors stayed the shortest (2.5 nights).
- The average ATV party consisted of almost five people and was primarily comprised of family and friends or family only groups. Over half of all travel groups did not have children under the age of 15.

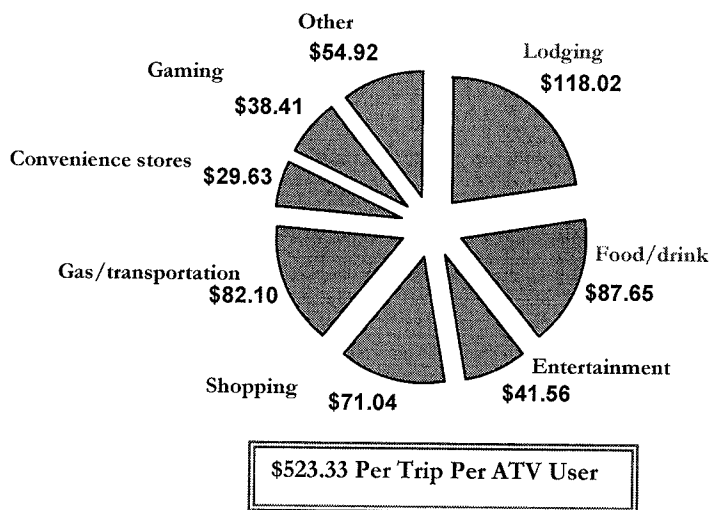


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- ATV users were planners. Twenty-five percent planned their trip within a month and 24% planned it between 1-3 months in advance. They relied on word of mouth recommendations, ATV clubs and the Internet ATV information.
- Other trip-related activities ATVers participated in while in the area included shopping, dining, visiting family/friends, attending ATV races, festival/event, water-related sports, going to a casino, museum/historic site, or other area activities.

Spending Habits of ATV Users

Annual ATV expenditures were broken down into an average cost per trip. The graph below shows the average amount spent per person per ATV trip.



The average total per person per trip was \$523.33. Taking into consideration Wisconsin's ATVers stayed an average of 3.2 nights, the average daily expenditure was \$163.54.

Total ATV User Spending

The individual per spending (\$523.33) patterns were expanded to include total spending using estimates of the total number of ATV registrations by state, the number of ATVs owned per individual, the number of trips taken per individual, and regional incidence of trail use and the respective trail mileage.

Based on this analysis, the annual total spending by all ATV users was \$295,285,693.

Spending by Out-of-State ATV Users

Economic impact analysis identifies the "new dollars" flowing into a region from visitors who reside outside that region. For the state of Wisconsin, this amount of **new money** represents that which is spent by out-of-state ATV users. The total annual spending in Wisconsin by out-of-state ATVers is \$34,698,614.

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THE WISCONSIN ATV ASSOCIATION, INC.
"Creating a positive future for OHV recreation"

To further enhance and to expand the vision of the Wisconsin ATV 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).

Our aim is to achieve the following goals:

- 1) 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.
- 2) Ensure the behaviors of OHVers are that of enthusiasts who are respectful of other trail users; understand industry safety issues and who are environmentally responsible.
- 3) 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.
- 4) 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.
- 5) 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.
- 6) 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.

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WISCONSIN ATV ASSOCIATION

PRESS RELEASE

WATVA Announces the Trail Rider Experience Award of the Year (TREADY!) Presented By Dairyland Cycle Insurance & National Motorsports Services Inc.

Introducing the awards program for the best of the best when ATVing in Wisconsin.

Sheboygan, November 2nd, 2010: The Wisconsin ATV Association is proud to announce the Trail Rider Experience Award of the Year (TREADY) presented by Dairyland Cycle Insurance & National Motorsports! The TREADY awards are a way to honor the men and women, businesses and government officials that make our Wisconsin program the best ATV program in the nation! Voting starts now and ends on March 31st 2011.

The TREADY awards have five categories which are:

1. Dealership
2. Resort / Campground / Hotel
3. Restaurant
4. Trail System
5. Special Event

The TREADY awards will be presented live on Trail Tales TV as well as in person at our annual meeting (April 15th – 17th 2011 at the Grand Lodge Resort in Rothschild, WI). Each category will have a short presentation by a guest speaker similar to other nationally known awards programs you've seen on network TV.

Each vote will be tallied and the winners will be announced during a special evening presentation per category. The top five choices will be notified prior to the meeting that they are a finalist for that category.

Winners will receive a prestigious glass award as well as high profile recognition in all the WATVA media streams! Voting is open to anyone in the sport whether they are a WATVA member or not. All finalists will be reviewed by a select WATVA board to ensure the winners meet the good image criteria as established by the organization.

These awards are designed to showcase and "pump up" our industry. We want to extend public awareness about the positive aspects of ATVing in Wisconsin to encourage new members and help develop more opportunity for our riders. By honoring the men and woman whose businesses or organizations give our sport a positive image, we encourage others to follow their lead.

To vote, simply go to www.treadyawards.com and click on the buttons that say Vote Now!

For business owners / tourism / clubs, we also have available to you some banner ads that you can place on your site to direct folks over to the TREADY awards and vote for your business / trail system / event! Click on the "promote your business link" found on the left side of the page towards the bottom or click this link:
<http://banners.treadyawards.com>

WATVA representatives will also be visiting the various businesses and clubs to drop off TREADY material and paper ballots.

If you are a business that supports the ATV / UTV industry, please encourage your customers to vote. It's simple and the more you promote the TREADY awards, the more we will promote all the businesses, including yours.

We also encourage clubs and tourism offices to get riders voting for the best trail systems. We want to know what the riders feel are the best places to ride in Wisconsin. The winner of the best trail system will go to the organization and/or the municipality that maintains and manages the trail system.

Dairyland Cycle Insurance and National Motorsports Services have funded this new loyalty and awards program so we may honor the best of the best. Without their contributions this program would not be possible so please make it a success by voting today and tell your friends to do the same.

Remember; get your clients / riders to vote before March 31st 2011!

PRESIDENTS REPORT - WINTER

By Randy Harden

It's cold outside but things are heating up for your WATVA team as we prepare for the fast approaching April workshops and annual meeting. Elsewhere in this issue you'll find more information and details but know this year we chose a new location that has a real focus on a family type atmosphere, complete with a water park. So what are you waiting for? Make your reservations, come share some good times with your friends talking about ATVing past and future, invite the kids / grandkids, bring the babysitter, but don't miss this year's event!

Saturday evening's award banquet will be especially fun. In year's past we've recognized our top Trail Patrol Ambassador's at a lunchtime setting but this year our evening of festivities will be Saturday night. After a full day of our popular educational workshops, join the WATVA crowd at the Grand Lodge for a sit down dinner. If instead you prefer to have dinner on your own, then join us afterwards in the upstairs lobby as the excitement continues and the awards banquet starts, followed by an evening reception complete with a DJ who knows how to make it fun for all!

It's always rewarding and a great time and place to recognize the achievements of our many dedicated safety instructors and trail patrol ambassadors for their past season's work. Once again we'll have many great prizes and ATV / UTV accessories for both giveaways and raffles, so everyone in attendance will be entertained.

Then for something new; we're going Hollywood! Watch and enjoy as we roll out the red carpet (or camo rug) for our WATVA version of the Academy Awards / Grammys / Country Music Awards all rolled into one. You don't want to miss it, this will be the inaugural presentation for the coveted TREADY (Trail Rider Experience Award of the Year) Awards presented by Dairyland Cycle Insurance. The "best of the best" will be recognized and awarded in grand fashion in the following five categories:

1. **Best Trail System**
2. **Best Special Event**
3. **Best Restaurant**
4. **Best Lodging**
5. **Best Dealership**

The presentation will be as fun for the attendees as it is rewarding for the eventual winners. Best of all the winners



are decided by you, your friends and your family. It truly is a popularity contest determined by you, the rider and your riding buddies by simply taking a few minutes to vote! Use the web, call our toll free number or request a paper ballot, it's up to you.

If you haven't voted yet, there's still time as voting continues until midnight on March 31st. Our regional coordinators and home office team have paper ballots available for those who request this method. We're visiting clubs, associated businesses, dealerships and tourism outlets asking for help in getting the word out. Remember, we need your help to make this successful so be sure to vote for those categories you're most familiar with and tell your friends and family to do the same. Tell your riding buddies to vote and be sure they know WATVA membership is not required to participate in this process. It's easy, it's fast and it's really important!! Read on as I explain why.

At this April meeting we'll formally introduce our newest corporate member, Dairyland Cycle Insurance out of Stevens Point. This Wisconsin based company has joined our ranks and our mission as we put together a new kind of corporate membership package plan that is mutually and financially beneficial to our clubs, our members and to Dairyland Insurance. Know that we'll be mailing out club packets soon that include more detailed information but at the April workshop meetings, hear how this new program will help support the backbone of our organization, the local WATVA club chapters. Members may or may not know my professional background; I've been in the insurance industry since the mid-1980s so it's especially rewarding for me to be able to work with a Wisconsin insurance company now in our WATVA ranks in a way that benefits both the company and our hard working clubs. We'll have a workshop session that better explains how Dairyland's personal lines ATV, UTV,

cycle insurance protection plans will be instrumental in giving financial support back to our dedicated clubs by using what we've termed, "loyalty grants" by way of a referral system.

There are two parts to this dynamic program. First we have the Tready Awards part of the program, designed to highlight the importance and value our ATV / UTV sport is to the economy of Wisconsin. Collectively we ATVers spend millions and millions of dollars each year on travel and tourism related items as we enjoy our form of outdoor recreation. As a group we spend even more on our ATV & UTV units including accessories, parts, and even our trailers to haul our machines. Then throw in the costs of our tow and travel vehicles including many campers and related equipment, motorhomes, and all the other various ways we use getting to and enjoying the different riding areas located in our beautiful state. Not only do we pay our own way being self-funded to support our trail systems through our own registration dollars, but think about all of our hard earned dollars we spend on travel expenses and purchasing our ATV / UTV related equipment. Indeed our enthusiast group generates a lot of tax revenue for the good of our state's economy, a fact you and I know all too well but for the most part the general population has no idea. It's time we change this situation, that's where your willingness to vote and get others to do the same comes in!

In past articles I've written how valuable the social aspects of our sport are for our mental and physical well being, combined with our love for recreating in the great outdoors. All this while sharing memorable adventures with the family and our friends "on the ride". These are true facts and they remain important but there's more the rest of the world needs to know about our group. The goal of the Tready Awards program is to highlight how many thousands of jobs in hundreds of dealerships, resorts, restaurants, hotels and campground type small businesses that we ATV / UTVers support financially while enjoying our form of recreation! Our sport is part of an ever growing industry that is often all but invisible or under appreciated by the general population. By launching this high profile recognition TREADY Awards program, sponsored by a major Wisconsin company like Dairyland Insurance, lends great credibility to our

PRESIDENTS REPORT CONTINUED . . .

sport and this industry.

It's high time we take steps to further improve and highlight the positives our sport provides not only to our own businesses that cater to us but in fact we are major players in our state's tourism industry! This is why your TREADY Awards vote and your attendance at the April awards banquet is so important. So let's go, be a cheerleader for our sport, help us spread the word and see that all our peers vote by March 31st. Even though it's the middle of our dreary winter weather, it's our time to shine as ATVers!!

If you're still not online, one way of voting is to request your own paper ballot by calling a regional coordinator or the WATVA home office. You will need to mail the ballot back or make arrangements with your regional coordinator or local club. Some clubs are even voting during their monthly meetings with the regional coordinator on hand to collect the ballots. You can also vote via telephone by calling our toll free TREADY Awards number at (888) 886-4920. Our preferred method of voting is via the Internet. Go to our WATVA home page at www.watva.org. After all, if you don't vote and get others to do the same, who will?

But there's more good news about the TREADY program for our business members. The winners and runners up in each category will be highlighted and promoted in our various media outlets, in this print magazine as well as through promotions and announcements on our web and e-newsletter platforms. Another new and powerful advertising tool is by way of our newest media outlet, the Trail Tales TV Livestream program. While you're on the WATVA web site to vote in the TREADY contest, look for and view some of the past Trail Tales TV shows. We try to do a live show each week to keep members and riders up to speed on important information in a format that's fun and lighthearted. Beyond this kind of promotional value, the winners in 4 of the TREADY categories (dealership, special event, lodging / camping and restaurant) will each receive over \$700 in a free advertising package from WATVA!

All great news for a great cause, elevating the importance we all play in the overall economics of Wisconsin. But like a late night infomercial, there's more! As I mentioned earlier in my report, Dairyland

Insurance (and National Motorsports) also came up with a terrific new way for clubs to generate much needed dollars into their own treasury. This is part two, the second phase of the Dairyland Cycle program. Recognizing how much the local club does for the ATV sport and understanding the financial resources that are so vital to carry out the club's mission and goals, Dairyland Cycle will donate \$10 to the club of your choice for simply allowing them to prepare a price quote for your individual ATV, UTV, or motorcycle! There is no purchase necessary to earn the club grant donation, in fact the Dairyland Cycle call center won't even sell you the policy, even if you like their estimate and ask them to write it up. They'll only generate a quote and record your club's unique identification number to track the \$10 donation!

If indeed you like the quote and want to purchase the plan, you'll then need to make another call afterward to National Motorsports, who will have access to your quote and be able to complete the purchase, validate the extra 10% discount you'll get if you are a current WATVA member, explain WATVA membership in case your friends want to join WATVA and earn a 10% discount with Dairyland. By using this two step process for this new Loyalty Grant program, the sale of the ATV policy will be on your terms with no sales pressure. Certainly Dairyland Cycle thinks their personal ATV / UTV / motorcycle policy is comprehensive and price competitive with what policy you have now. The idea is to reward you, the ATV owner, with a chance to save some dollars on your insurance. This "no pressure step" generates the loyalty grant dollars to the clubs, even if you don't take the next step and purchase the policy. The second part of the "loyalty" pertains to you in our ATV community, recognizing that Dairyland Cycle is committed to helping WATVA accomplish our vision, mission and goals through our club program. In order for their continued involvement in our organization will require that all things at least equal when it comes to their insurance plans and premiums, there will be enough ATV, UTV and cycle owners that will be loyal to them as well.

To recap, each time a new person calls for their own ATV, UTV, or motorcycle quote, make sure they have their club of

choice's unique ID number handy and have them call Dairyland for a price quote. We may also supply the Dairyland Call Center with a list in case the caller knows the club name but not the number. As I write this we're still working those final details. Regardless, each quote earns another \$10 donation being available to your favorite or selected WATVA club. Let's see how quickly this can add up for your club. Say your WATVA chapter has 50 total members. If each member calls for their own ATV quote and then talks to just one other riding buddy or family member to call for a quote (whether they're a member of your club or not, it doesn't matter as long as they use your club ID number), potentially that's 100 different price quotes. Doing the simple math, your club earns a cool \$1,000 in the new Dairyland Loyalty Grant program. If each club member gets two additional friends or family members to call for a simple quote, 3 quotes x 50 members = \$1,500!

Certainly Dairyland Insurance hopes you'll like their premiums and their personal insurance protection plans. In fact they're counting on us all to compare their program with your current company. If it makes financial sense for you to switch or purchase a Dairyland protection plan, that's obviously what's in it for Dairyland Insurance and National Motorsports. In fact we sold them on being able to count on your loyalty to their company if all other aspects of their personal ATV, UTV and cycle plan compare favorably to your present carrier. Thus the Dairyland "Loyalty Grant" program was born. Here's the deal, instead of the company paying big dollars for TV commercials and expensive print advertisements to the masses, the idea we agreed on was to make better use of those same marketing and advertising dollars, returning them back to us, the grassroots folks who make the riding opportunities work in the first place! Our referrals and face to face discussions with our peers will then be the best advertising investment they could make.

When we were discussing how to make this new membership program successful for all parties involved, we knew it was of paramount importance that callers be comfortable making the call into Dairyland Cycle for their price quote(s). To accomplish that, we wanted to remove the sales pressure from the equation,

otherwise there would be some reluctance to make the call no matter how much it helps their club or association. So here's how it works. Once you get the quote, see for yourself how it compares or stacks up against your current plan. Assuming you're then ready to move forward with the Dairyland policy, on your terms and as your schedule allows, make the call to the National Motorsports office here in Sheboygan. The staff here will have access to your quote and of course we can validate whether the 10% additional WATVA members discount applies as well as answer other ATV questions. No pushy sales pressure, just trusting that enough people will see they can save money on their own personal ATV, UTV, or cycle insurance for a quality plan and at the same time help the sport by way of the Dairyland Loyalty Grant donation back to our organization's core strength, our clubs! For those members not affiliated with a local club, another option is to direct the donation back to WATVA to help with all the legislative and other work our team accomplishes.

Our local clubs are always in need of funds to help accomplish their lofty goals. Sometimes they raise money by investing in the purchase of an ATV or other big ticket item, then turn around and sell raffle tickets to hopefully exceed the value of the purchase. Some clubs have barely broke even on that gamble. Other clubs do a number of brat frys, bake sales or some such variation to raise those much needed dollars. Many clubs sponsor special events, from poker runs to off road challenges, with hopes they exceed their initial investment for costs associated with the event to make some money for club purchases that benefit us all. We hope this new program will ease the burden a bit on our local club chapters and at the same time help retain our new corporate member, Dairyland Cycle Insurance. We see this as a win for the ATV consumer, assuming the policy premium saves some money. A win for the WATVA clubs as they have no cost investment at all, only their time to call for the quote with absolutely NO SALES PRESSURE, also inviting others in their riding group to make the same call. It's also a win for WATVA as the non-members learn of our existence and the value we offer the sport. If indeed the non member finds the Dairyland

Cycle policy saves them money over their current plan, they can also realize the additional 10% membership discount by joining WATVA. National Motorsports and Dairyland Insurance win, assuming the insurance business is earned and the cycle can start all over again!

As I finish this report being written mid-December, step one is fully launching the TREADY Awards vote campaign. This project will accomplish and highlight our strengths and clout as a large user group

DAIRYLAND CYCLE® INSURANCE

and how our sport contributes in a positive way to the tourism industry and job market of Wisconsin. Vote if you haven't already, spread the word and convince others to vote before March 31st. Just know that the majority of this project and related costs are being underwritten and paid for by our new corporate member, Dairyland Cycle Insurance.

Step two and really a separate project is the Loyalty Grant program, the funding mechanism for WATVA clubs making use of the Dairyland price quote procedure by individual ATV, UTV, cycle owners. As I mentioned in the previous paragraph, this step is not quite ready yet. In future issues of this magazine, on our web site and using our other distribution methods, we'll soon post the toll free Dairyland Call Center number and other details. We'll roll this phase of the Dairyland project out at the time of the April annual meeting.



However, I have more good news to share with you. Dairyland Cycle through National Motorsports Services, has provided WATVA with \$2,000 of startup seed money to kick off the club "loyalty grant" program!

Our regional coordinators will be working with our WATVA club leaders,

presenting them with grant applications for one grant in the amount of \$1,000, one for \$500, and one for \$250. A second additional \$250 club grant will awarded based on a random drawing that Saturday night to be announced at the evening TREADY Awards! Next year, at the 2011 TREADY's, we'll award the collective referral fees earned throughout the year to all the clubs that have earned their Loyalty Grants. The grant applications will be pretty simple with the stipulation that the grants will be used for and by clubs in such a way that fits within the general purposes and good image guidelines of the Wisconsin ATV Association.

Know that we have a dedicated review team to rank these applications based on being aligned with the vision, mission and goals of the WATVA. For those readers that are unaware, the Wisconsin ATV registration program provides grants from our ATV registration dollars, but those grants go directly to government entities, usually our county partners. Some of these counties then subcontract the local clubs to do certain trail work, while sometimes circumstances dictate the county or government agency do the trail work entirely on their own. Either way the club does not get any of the state grant money directly, though sometimes it comes via the sponsoring agency for subcontracted trail work. Our initial \$2,000 kick off grants and the subsequent Loyalty Grants generated by way of the \$10 referrals, will go directly to our WATVA chapters!

I know this is a lot of information to digest but this is a ground breaking announcement. We can all be proud that a Wisconsin based company has joined our organization to help us showcase the strength of our organization, our sport and our fellow riders who call their riding home Wisconsin. This of course includes our members from other states. Let's get the new year started with a bang and make your voice heard by voting. Invite your friends and family to do the same.

Our organization has a saying, "Ride Safe - Get Involved - Tell Others". These two new projects will be your chance to accomplish all that!!

See you at the Grand Lodge.

Randy

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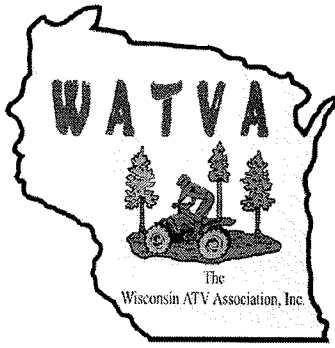
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WATVA

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What is the Wisconsin All-Terrain Vehicle Association (WATVA)?

WATVA is a Wisconsin-based ATV association that works to keep Wisconsin one of the best states in the country for riders to use their all-terrain vehicles.

WATVA is dedicated to creating an on-going communications forum through which ATV enthusiasts, their organizations, and supporters can share information while experiencing and participating in off-highway vehicle (OHV) educational opportunities.

WATVA works to develop partnerships to create a positive image of the ATV sport!

WATVA values:

- ATV/OHV recreation as a social experience which strengthens family relationships
- The variety of opportunities and challenges ATV/OHV recreation provides which allow escape from daily stress and pressures.
- ATV/OHV recreation as a social opportunity for all outdoor enthusiasts to participate in a healthy and enjoyable activity.
- The opportunity for outdoor experiences while respecting the many unique environments available in Wisconsin

WATVA offers fun activities for the entire family through:

- Organized trail rides and rallies
- Information about new places to ride
- Local club activities
- Assistance in starting a local club

WATVA publishes a quarterly magazine, "Trail Tales," to keep people informed on trail information, special events, new and existing laws, and national OHV news. It also covers topics that directly affect the sport of ATV riding.

WATVA provides ATV enthusiasts with legislative representation at the state capitol, assistance with local government-related problems, and serves as a channel for cooperation between ATV users and the ATV industry.

WATVA membership can be obtained for as little as \$20 per year for an individual, or \$25 per year for a family. Check out WATVA online at www.watva.org.