

VISIT
MARSHFIELD
MADE NEW



THE OFFICIAL
2023
VISITORS GUIDE

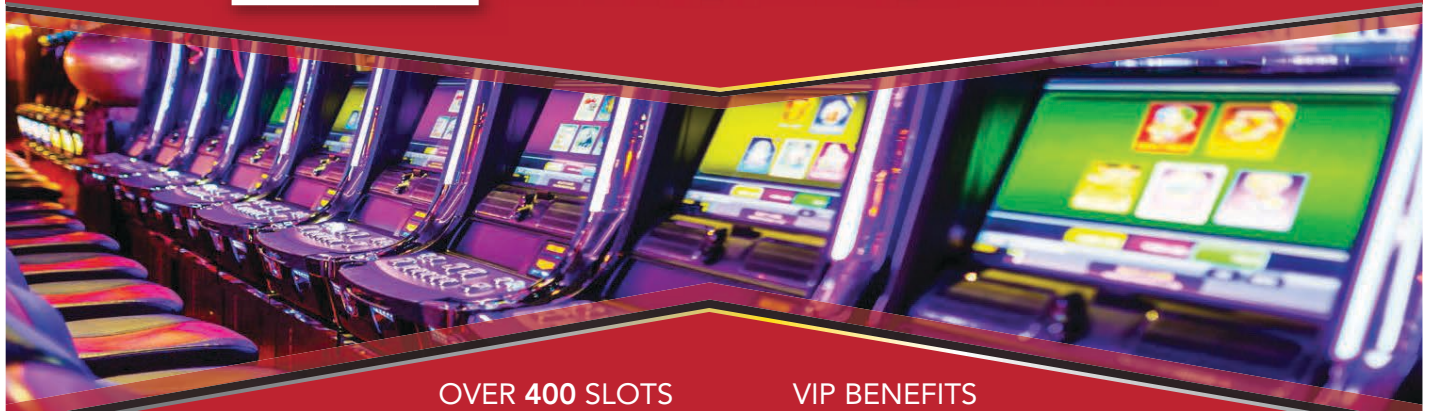
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Powers Bluff County Park

IMPORTANT PHONE NUMBERS

Police Emergency	911
Police Non-Emergency	715-387-4394
Fire, Ambulance, Rescue Squad	911
Fire Non-Emergency	715-486-2094
Hospital 24-Hour Emergency Services	715-387-7676
Marshfield Clinic Health System	715-387-5511
Marshfield Clinic Urgent Care	715-389-3839
Marshfield Medical Center	715-387-1713
Visit Marshfield	715-384-4314
Main Street Marshfield	715-387-3299
Marshfield Area Chamber of Commerce & Industry	715-384-3454
Marshfield Parks & Recreation	715-384-4642
Travel Wisconsin	800-432-8747
Marshfield Department of Motor Vehicles	608-264-7447
Road Conditions	800 ROAD WIS (762-3947)
US Post Office	715-389-2922

VISIT MARSHFIELD

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North Wood County Park

WELCOME TO MARSHFIELD!

What brings you to town? What made you pick up this visitor's guide? What fun things are there to do here? Where should you stay? Where should you eat? So many questions and I hope this book can help you find the answers. This guide is an alternative to our just, "Google it" culture. On Google it's who paid for this ad? Who wrote this subject? Who is talking to me? I have no idea. This guide is produced by Visit Marshfield, by local experts, who know John and Vicki at the Coffee Shop, Dani at the record store, or Jill at Hotel Marshfield. Not a random bot or algorithm that is trying to understand your search terms, and YES this is Marshfield, WI not Marshfield, MA. :)

Marshfield is a big town, or some might say a small city, currently going through a wonderful "re-NEW-al" as part of Marshfield Made New. What is Marshfield Made New? Marshfield Made New is telling the story of Marshfield through the lens of honoring its history and watching it be remade or re"New"ed in the present day. It could be having a cold, locally brewed pint at the 100+ year-old Parkin Place Ice Cream factory, now the Blue Heron Brewpub. Yet, it could also be parents watching the kids have fun and splash in the Wenzel Family Plaza Fountain, while telling family stories to each other in a place where the old newspaper presses once sat printing stories about the community.

We have been happy to welcome many new additions to the community in the past year or so. Off the Mat Yoga has moved to downtown in a new space renovating a historic building making it new. I may be a bit biased on this one, but having Dave's Guitar shop open a location in Marshfield and contributing to our

music scene has been amazing. They will soon be moving into a larger landmark 4,000+ square foot building in downtown at time of publication, also with a fresh new renovation, while keeping its historic charm. Other notable additions to our downtown include The War Room & World History, Board and Brush Creative Studio, Kaelies Kandles, Northside Cycle Bike Shop, and Silent Crow Antiques to name a handful with more to come. Marshfield has also welcomed some larger national chain stores including T.J. Maxx and Harbor Freight to compliment our fine shopping in town.

In the fun category, if you are not a big shopper, there are 3.5 miles of new single-track bike/snowshoe trail developments at our Powers Bluff County Park. It is only a short 20-minute drive away. The Holiday Inn & Conference Center has a new indoor water slide under development. I can hear the kids cheering and know the baseball teams will be clamoring to book that hotel for our summer tournaments.

Marshfield welcomed more visitors in 2022 than any other year ever at our hotels - exploring nature and attractions, celebrating those weddings, experiencing events, or traveling for business. We want you to visit in 2023 and enjoy Marshfield, a hidden gem in Central Wisconsin, being discovered more every day.



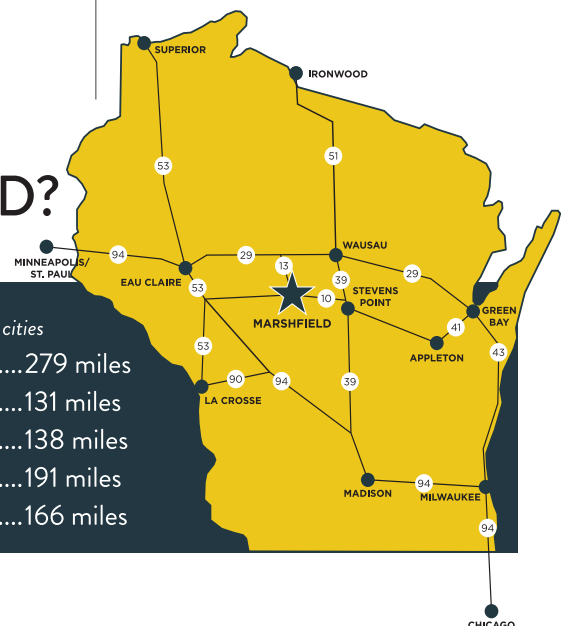
Welcome to Marshfield,

Matt McLean
Executive Director
Visit Marshfield

WHERE IS MARSHFIELD? WISCONSIN

Approximate distances to major cities

Chicago	279 miles
Green Bay	131 miles
Madison	138 miles
Milwaukee	191 miles
Minneapolis/St. Paul	166 miles





Vandehey Waters

MARSHFIELD MADE NEW

A reinvention has taken place in the city over the past several years. While Marshfield stays true to its storied past, the city is working to rejuvenate its offerings for residents and visitors.

Marshfield's history dates back over 150 years when the first train arrived in July 1872 and along with it came settlers. Growth was slow until the arrival of William H. Upham. After establishing a sawmill and general store, Upham expanded into processing lumber and the city began to see steady growth.

Marshfield continued to see commercial, industrial, and residential growth until June 1887, when sparks from a switch engine set the lumberyard of the Upham Mill to blaze. Dry conditions, fueled by strong winds, created an uncontrollable fire and by evening approximately 250 buildings and the Upham Manufacturing Company were gone.

As Marshfield's largest employer, the city looked to the manufacturing company for direction. That leadership came promptly at 6 a.m. the following morning as Hans Bille, under the direction of Major William H. Upham, stood before the Upham flagpole. Each pull of the halyard was a symbol of strength and determination. He would rebuild and sustain the growing city of Marshfield.

A new city of fireproof stone and brick quickly rose from the ashes, and Marshfield soon became the center of multiple train routes and industries, earning it a designation as the "Hub City."

Marshfield has remained that hub of activity, while growing in size and scope.

Wildwood Park & Zoo

The city's Wildwood Park & Zoo has recently undergone a renaissance of its own with a \$1.3 million exhibit featuring rare Kodiak bears,

Munsey and Boda. The state-of-the-art exhibit allows public viewing from three different angles while allowing the bears ample space to enjoy their environment. There is only one other zoo in the country home to the large and playful Kodiak.

Many of the recent improvements at the zoo came through community donations, including a new welcome center and cougar exhibit, which opened in October 2019.

The zoo resident cougars went from a 600-foot exhibit to a 6,000-square-foot exhibit, featuring a more habitat-friendly environment for the large cats.

The zoo's new welcome center features some ADA compliant restrooms, small animal exhibits, and a hi-tech interactive exhibit about the "life-cycle" of groundwater. The large water display talks about the water cycle and lets the kids control the water flow.

The center also hosts small animal displays, on reptiles, and insects, as well as a honey bee exhibit.

Vandehey Waters

In July 2021, Marshfield turned the page on a new era of recreation, as the new Vandehey Waters Outdoor Aquatic Center opened to the public.

The new facility brought about the end to a nearly nine-decade-old era of the city's Hefko Pool.

Commissioned by Mayor Ted Hefko during the height of the Great Depression, the city obtained funds through the Federal Government's WPA program for the pool's construction.

Hefko Pool went on to welcome multiple generations each summer, with kids dropping their bikes alongside its entrance and racing into the cool waters.

But time wore away on the structure that held many memories for local residents and seeing the need for replacement, a public-private campaign raised funding to bring a new facility to the historic property.

Built on the original site of the Hefko Pool, Vandehey Waters' state-of-the-art outdoor complex features recreational elements for kids of all ages: multiple water slides, two diving boards, a climbing wall, a current channel, as well as a lap and recreation pool.

Blue Heron BrewPub

Built in 1941, the Blue Heron BrewPub facility was introduced to the Marshfield community as "Parkin Dairy."

The state-of-the-art ice cream facility was home to products such as the "Susie Bar" and "Todd Twins," ice cream treats named after the grandchildren of Wilbur Parkin. The dairy was known for the city's "milk wars" between the grocers and area dairy producers and helped bring about local dairy cooperatives.

Parkin Dairy operated here, on West 14th Street near the Central Avenue intersection, until 1966.

The building then served as a storage facility and home to a bar, shops, and residences, but gradually grew into decline.

In 2004, a local couple began to restore the property and introduce a brewpub to the community which would also offer dining.

Today, the renovated red brick building provides a nod to the past, while entering the future of hand-crafted beer and dining, with a two-story facility that offers event space and a rustic, vibrant bar/dining atmosphere in a building that ties old to new.

– Kris Leonhardt



Wenzel Family Plaza

DOWNTOWN MUSIC

Growing culture, community, and opportunity

If you build it they will come was the concept behind an effort that is making Marshfield's downtown a destination and rejuvenating the nucleus of the city. That catalyst created a vibrant downtown and a growing music scene.

The impetus – the Wenzel Family Plaza – which serves as a multi-use, year-round gathering space for the community for events, relaxation, art, and entertainment, built through a combination of public and private funds.

Marshfield joined a growing number of municipalities following on the successes of established public plazas, such as the Rapid City, SD, Main Street Square, which sees 600,000 visitors each year.

The introduction of the plaza has attracted not just increased entertainment offerings in and around the plaza, but also music-related businesses and offerings.

Dave's Guitar Shop had locations in La Crosse, Madison, and Milwaukee before coming to Marshfield's downtown in 2022. With more than 2,500 guitars for sale, there is something for everyone, from Fender to Gibson.

"We have always thought Marshfield's downtown could become a tourist destination. Dave's Guitar Shop is the kind of business that will draw people from hours away," said Erin Howard, who serves as landlord, along with her husband, Chris. Just down the street

"It is a current trend, but it's based in nostalgia, so there were a good amount of people in this area that actually never left records," adds Anderson. "It's really about people rediscovering a love for it, but the bigger story, in my opinion, is the younger

market. I've got a lot of teenagers and college-age people that have really taken to collecting vinyl. This younger generation has grown up in a really digital age, so I think that there is a want for something tangible. With a record, you have the artwork on the outside. You have the whole album. Artists are really putting a lot more time and thought into whole albums rather than just singles like they were doing in the early 2000s when digital really started to take over everything," she said.

Anderson purchased a few vintage record collections to get started. Once she opened her doors, Anderson started getting donations of used records. She also works with a large wholesaler for new records as well. She also carries a line of turntables and t-shirts.

"I think that we're really in a place right now as a country, as a community, as a world that really needs connection, more now than ever, and music is a natural connector."

— Kris Leonhardt



Good Day Sunshine Record Shop

from Dave's is a new record shop.

After working full-time for 11 years on her family's cranberry marsh, Dani Anderson decided she, "needed to do my own thing, and needed something that was mine."

"I love music, so music is a natural fit for me. I was seeing the trends where vinyl records were making a comeback," she said.

Anderson purchased a downtown location at 107 S. Central Ave., Marshfield, and opened "Good Day Sunshine Record Shop" in 2021.



Dave's Guitar Shop



Columbia Park

POPULAR LIVE MUSIC VENUES

- ◉ AMERICAN LEGION POST 54
- ◉ BLUE HERON BREW PUB
- ◉ CHESTNUT CENTER FOR THE ARTS
- ◉ COLUMBIA PARK
- ◉ EVERETT ROEHL MARSHFIELD PUBLIC LIBRARY
- ◉ GOODFELLAS PUB
- ◉ HELEN CONNOR LAIRD CENTER
- ◉ HOTEL MARSHFIELD
- ◉ LIBBY MCNEILL'S FOOD & DRINK
- ◉ MARSHFIELD FAIRGROUNDS
- ◉ UPTOWN COFFEE
- ◉ WENZEL FAMILY PLAZA



Wenzel Family Plaza

TOP 6 THINGS TO SEE



War Room Museum & World History

WAR ROOM MUSEUM & WORLD HISTORY

715-486-5522 / warroommuseum 

253 S. Central Avenue, Marshfield, WI

Recently relocated to Marshfield, the War Room Museum and World History is a favorite destination for a fascinating step into war history. This collection includes historical war items from World War I to modern day campaigns such as the Home Front and the Holocaust.

GOVERNOR WILLIAM H. UPHAM HOUSE

715-387-3322 / uphammansion.com

212 W. Third Street, Marshfield, WI

A must-see for lovers of Mid-Victorian architecture and Badger-State history! Travel back in time as you enter the restored 1880 mansion of Wisconsin's third governor, William Henry Upham.

THE HIGHGROUND VETERANS MEMORIAL

715-743-4224 / thehighground.us

W7031 W. Ridge Road, Neillsville, WI

The 155-acre manned Veterans Memorial Park pays tribute to the fallen and survivors, for their service and their sacrifices.

MARSHFIELD HERITAGE MUSEUM

715-387-5867 / marshfieldmuseum.com

2nd Street Community Center, Lower Level

211 E. 2nd Street, Marshfield, WI

The new History of Marshfield exhibition is now open. It joins the Lest We Forget Military exhibition, which features wartime exhibits from the Civil War to Afghanistan. Learn from the battlefield dioramas, stories, and artifacts from Marshfield's history that should never be forgotten.



Jurustic Park

JURUSTIC PARK & DOWNTOWN JURUSTIC TRAIL

715-387-1653 / jurustic.com

112021 Old Sugarbush Lane, Marshfield, WI

At Jurustic Park, you'll discover a fantasy world of creatures roaring to life, crafted by Clyde Wynia from rusted metal. The outdoor sculpture park is open most days from 10am - 4:30pm. Check out the map on visitmarshfield.com for more of Clyde's work on the Downtown Jurustic Trail.



World's Largest Round Barn

WORLD'S LARGEST ROUND BARN

715-387-1261 / centralwisconsinstatefair.com

513 E. 17th Street, Marshfield, WI

Our architectural claim to fame: The World's Largest Round Barn! Built in 1916 to show purebred animals, it is still used for this purpose each summer during the Central Wisconsin State Fair at Marshfield Fairgrounds Park!

TOP 6 THINGS TO DO



Board & Brush Creative Studio

BOARD & BRUSH CREATIVE STUDIO

715-383-9748 / boardandbrush.com/marshfield

112 E. 4th Street, Marshfield, WI

Board & Brush Creative Studio is a place for creating fun and unique wood décor projects from scratch while enjoying a fun instructor lead atmosphere. Book a workshop, enjoy a night out with your friends, family, or colleagues, and take a work of art as well as new skills!

CHESTNUT CENTER FOR THE ARTS

715-389-8999 / chestnutarts.org

208 S. Chestnut Avenue, Marshfield, WI

Marshfield's venue for performing, visual, and literary arts. Located in a historic church building downtown, it's the place to enjoy concerts, plays, poetry readings, recitals, art gallery shows and workshops.

ESCAPE ROOM MARSHFIELD

715-207-6449 / escaperoommarshfield.com

108 E. 4th Street, Marshfield, WI

Can you and your crew solve all the puzzles and master the escape room within one hour? Rooms are designed for 2-8 players and are private to your group. Choose from multiple custom designed rooms including a new one in 2023!

VANDEHEY WATERS OUTDOOR AQUATIC CENTER

715-384-4642 / visitmarshfield.com

1900 S. Central Avenue, Marshfield, WI

This new state-of-the-art outdoor complex boasts multiple water slides, a climbing wall, a current channel, and a lap and recreation pool. Full list of hours, amenities, and FAQ on visitmarshfield.com. Open seasonally Memorial Day-Labor Day.

WILDWOOD PARK & ZOO

715-384-4642 / visitmarshfield.com

608 W. 17th Street, Marshfield, WI

On over 340 acres, the star residents are rare, twin Kodiak bears Munsey & Boda. Take a selfie with the playful bears, check out the kid-friendly Cougar Exhibit and Visitor Center, and walk/drive to see wolves, bald eagles, bison, prairie dogs, and many more animals! For Zoo hours, go to visitmarshfield.com.

WENZEL FAMILY PLAZA

715-387-3299 / wenzelfamilyplaza 

201 S. Chestnut Avenue, Marshfield, WI

A year-round community square and event hub with activities for the whole family in the heart of downtown Marshfield. Features a splash pad and opportunities to take in art and music performances on the Everett & Dolores Roehl Stage.



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Over 26,000 followers – Marshfield is feeling the love from our visitors (and likes)! On facebook.com/visitmarshfield, you'll find posts from us that keep you in the loop like a local, and opportunities for monthly giveaway prizes, promotions, and contests.

Follow Visit Marshfield on Instagram

From reinvented cocktails to dinosaurs crafted from scrap metal, Marshfield is filled with click-worthy surprises. Make your own discoveries and tag your photos on Instagram with [#marshfieldmadenew](https://twitter.com/marshfieldmadenew) so we can follow along. And follow us on the gram: instagram.com/visitmarshfield



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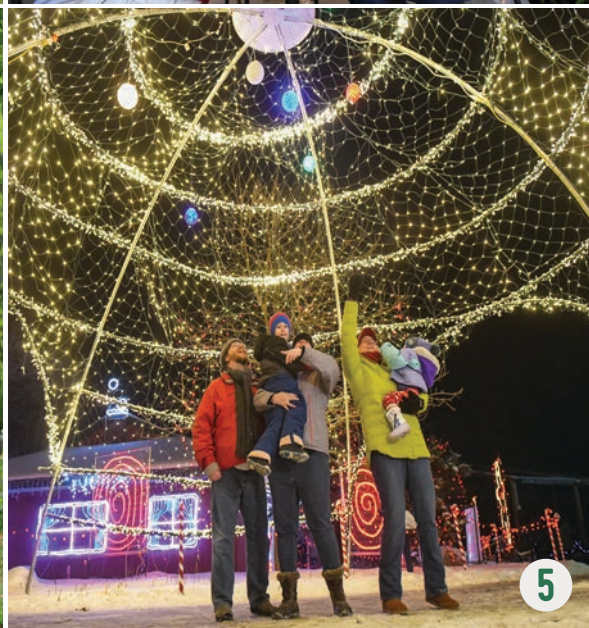
2



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4



5



6



7



8

- 1) Upham Mansion
- 2) Uptown Coffee Co.
- 3) Board & Brush Creative Studio
- 4) Wildwood Zoo
- 5) Rotary Winter Wonderland
- 6) Nagoya Japanese Restaurant
- 7) Wildwood Park Trails
- 8) Wenzel Family Plaza



Dairyfest Parade

DAIRYFEST WEEKEND 2023

FRIDAY & SATURDAY JUNE 2ND-3RD

Celebrate all things dairy, agriculture, and more! Join us for a fun filled weekend of events as we celebrate the dairy industry right here in the Marshfield area. When else can you get away with ice cream for breakfast? More activities will be added as the weekend approaches. Check marshfieldchamber.com for more information this spring.



FRIDAY ACTIVITIES INCLUDE:

- Dairyfest Breakfast
- Food Truck Friday
- Picnic In the Park at Columbia Park
- Inflatable fun
- Educational activities
- Music and more!

SATURDAY ACTIVITIES INCLUDE:

- Dairyfest Parade
- Upham Mansion Pie Social
- Center City Fun Day at Wenzel Family Plaza
- Scavenger Hunt
- Inflatables
- Petting Zoo
- Dairy samples
- Outdoor Beer Garden and Music at Nutz Deep II





Marshfield - Wildwood Park



What is the CWTA?

The Central Wisconsin Tourism Association is made up of three organizations: Visit

Marshfield, Stevens Point Area Convention & Visitors Bureau, and Wisconsin Rapids Area Convention & Visitors Bureau. The CWTA represents Portage and Wood county, and is a regional partnership and marketing co-op.

Want to learn about the things that make Central Wisconsin special?

Foodies can take group or individual tours to experience delicious cheeses, tart cranberries, and hearty spuds. Or take a walk on the wild side for amazing outdoor art tours.

No vacation is complete without the memory of great foods, friends, and flavors!

Central Wisconsin showcases every variety of meal you could ask for,

ranging from some of the best traditional supper clubs, to international cuisine, to modern farm to table fare, and beyond. Don't forget to try all the different kinds of fresh and fried cheese curds made by local dairy farmers. Save room for dessert, too! Here in Central Wisconsin, we've got you covered!

Ready to get outside and get going?

Central Wisconsin has an abundance of outdoor recreation options, whether you're visiting just for the day or staying longer. Get out in nature and check out the best offerings in outdoor recreation, such as: natural wildlife areas, refreshing lakes, multi-use county parks, family-friendly camping,

relaxing biking paths, hiking trails, and outdoor fun to discover.

How to play Outdoors in Wood County?

For a sneak peek of what it's like to play outdoors in Wood County, watch the Outdoor Recreation videos at centralwisconsin.com/woodco

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marshfield



bikeshare

Ride On

Marshfield Community Bikeshare

The Marshfield Community Bikeshare has been reimagined with help from Wood County and many partners. Starting out as a free bike check out program at local hotels, it has expanded to four community locations featuring 20 cruiser-style bikes that can be checked out via app for a rate of \$1/hour at four different locations throughout Marshfield (make sure to bring your helmet!).

This new expansion was modeled after the River Riders Bike Share program, which originally began in Wisconsin Rapids in 2014. It was created with the goal to bring additional transportation and recreation options to all of Wood County. Last year, thanks to local community support and sponsors, this program continues to achieve that goal by growing into the city of Marshfield.

Bikes Available at These 4 Locations:

- Wildwood Park & Zoo
- Everett Roehl Marshfield Public Library
- Marshfield Clinic Health System YMCA
- Marshfield Skatepark

*The program is seasonal, and the locations can and do change based on demand

How to Use The Bikeshare:

The bike share program is an app-based program. Start by downloading the Koloni App (available on Android and Apple stores). It is free to download and sign-up. Create your own user account by following in-app instructions.

Once your account is set up, follow in-app instructions to unlock a bike. Scan the QR code on the bike itself or input the bike ID number also located on the bike. Once your bike is unlocked, enjoy your ride.

When finished with your ride, bring the bike to one of the four Marshfield locations, and follow the instructions on how to end your ride with the app and lock your bike back up. You will get a referral code after you finish your ride, and you can share it with others to earn free rides for the future.

Why Bikeshare?

- Adventure-friendly: increases accessible outdoor recreation opportunities for visitors and residents
- Quick and easily available mode of transportation to explore Marshfield
- Good for you and green, too!
- Heart-healthy physical activity and environmentally friendly
- Cycle pride: shows support of bicyclists
- Do your part: Helps enhance future bike-ability improvement planning



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715-384-3500

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ENTERPRISE RENT-A-CAR

715-384-7777

900 S. Central Avenue, Marshfield, WI

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551 S. Central Avenue, Marshfield, WI

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715-693-2147

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Tuesday-Wednesday	9:00am-5:00pm
Thursday	9:00am-6:00pm
Friday	8:00am-4:00pm

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THE HUB CITY DAYS CAR SHOW

SEE IT TO BELIEVE IT

If a picture is worth a thousand words, the car show as part of Main Street Marshfield's annual Hub City Days is worth a billion.

The annual attraction has grown each year, and has become the centerpiece of Hub City's mid-summer bash in late July.

Now consuming over ten city blocks along Marshfield's S. Central Ave., and portions of several side streets, visitors are greeted by cars and trucks of all shapes and sizes as far as the eye can see.

In an era when "bigger and better" is widely exaggerated and overused, the expression is really

the only way to describe this car show. Main Street Marshfield Executive Director Kaelie Gomez quickly ran out of her 800 registration forms for the 2022 event, which was an all-time record-setter.

"After the pandemic (which cancelled

the 2020 show), we were expecting a really big year in 2021," Gomez said. "It ended up being more of a typical year, with that 500-600-car entry range. This year we had over 800 cars, and it was unbelievable," she recalled, in the days after the 2022 show. "To see it

move two blocks further than it ever has was really, really fun for us."

The show has certainly evolved over the years. After the 2016 event attracted nearly 470 vehicles, organizers added a special drawing for the 2017 show, rewarding a lucky attendee for his service to the United States armed forces, by giving away an ex-military



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MEATS

Humvee which became available to the public, according to organizer Rodney Feltz. "We just had several of these trucks, and we decided to give one away to a veteran or anybody currently in the armed forces." The Humvee was donated on behalf of Feltz Tire and Dennis Anderson, creator and driver of the Grave Digger monster truck and a big supporter of the annual car show.

"We actually did military axles from the government on a certain forklift, and they used that particular axle on the monster trucks, and that is how I got to know [Anderson] probably close to 15 years ago. Then last year we kind of talked about maybe coming to the car show," Feltz explained, during the 2017 show. "Mr. Anderson is one of the most well-liked and known. As far as

MARSHFIELD
◉ MADE NEW ◉

FOR MORE INFORMATION,
GO TO OUR WEBSITE:
VISITMARSHFIELD.COM

monster trucks there is nobody bigger. . . . He sent us, like, 300 posters that he can autograph and if anybody wants pictures. He is going to be one of our judges for the Best of Show that day."

The Hub City Days Car Show also features motorcycle entries, novelty cars and trucks, a live DJ, kids games, tons of door prizes, free t-shirts for veterans, veteran appreciation raffle, and kids-only raffle. It's the car show you can't miss!

For more information on the car show, contact Rodney Feltz at 715-305-9993. For more information on Hub City Days events, go to mainstreetmarshfield.com.

— Mike Warren



A new addition in 2022 was the "Monster Fire Truck."
Look for it at future events in 2023!

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UP FOR A MARSHFIELD ADVENTURE?

Check out first-hand experiences from real visitors on our website in the Local Adventures section: visitmarshfield.com/adventures. The adventures give you a preview of all the fun you can have in Marshfield, from outdoor trails to blaze, to tips for culinary stops, tours for the whole family, and much more! Through our partnership with Shrpa, a new social media travel company, travelers give great advice and insight about each adventure they experience in Marshfield. Features include stop descriptions, photo ops, travel maps, and helpful itineraries.

LET THE ADVENTURES BEGIN!

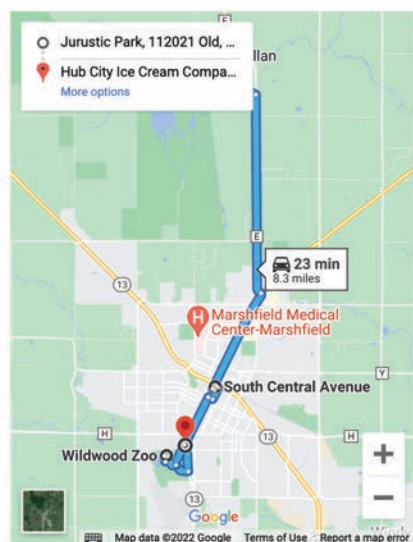
What to Bring

- ☐ money
- ☐ walking shoes
- ☐ camera

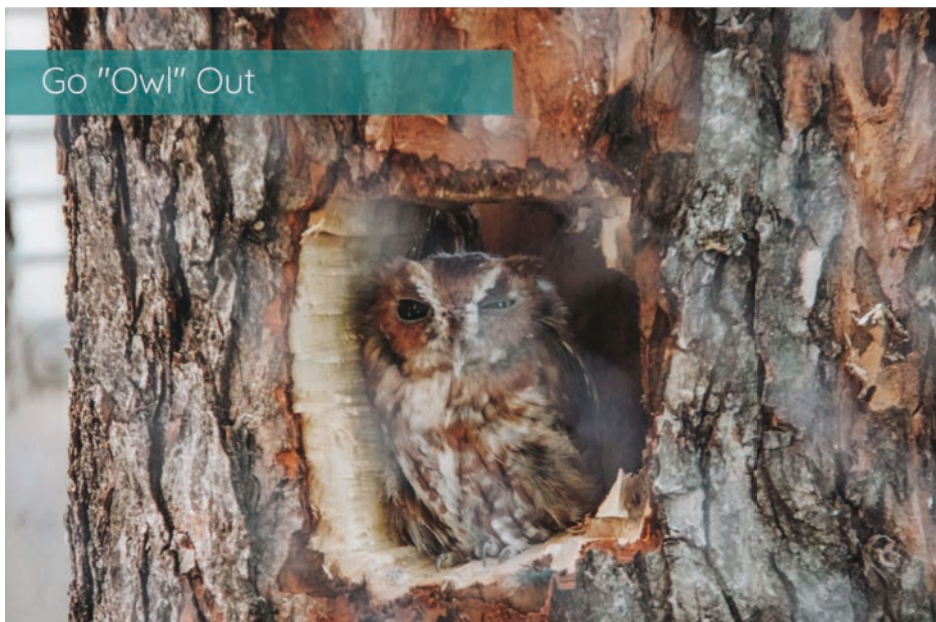
🕒 Half Day

📍 < 10 Miles

📖 4 Stops



Explore! ➔



Go "Owl" Out

What to Expect

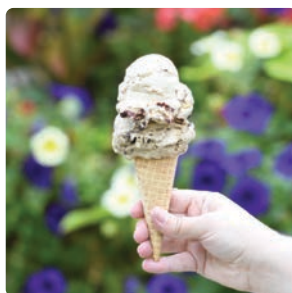
Explore the "marsh" creatures at Jurassic Park before grabbing some "fuel" at Uptown Coffee Company. Venture to Wildwood Park & Zoo and explore by foot and car. Last stop is the best ice-cream from Hub City Ice Cream Company!

Destinations



Hi there! I'm Jackie. I'm a Minnesota based travel blogger. I grew up in Minnesota and I'm proud to raise my children here as well! As a

child, my family vacations were exploring every corner of the state of Minnesota. We camped in every state park as a way to affordably travel. Every town along the way we grew to love because of their unique offerings. There are still towns I can't pass through without stopping because of the superlatives they offer - the best burger, best park, best view, etc.



EXPLORE WOOD COUNTY PARKS

GEORGE W. MEAD WILDLIFE AREA

S2148 County Highway South, Milladore, WI
715-457-6771 • meadwildlife.org

Located 20 miles east of downtown Marshfield, this hidden treasure contains over 33,000 acres of wetlands, forests and grasslands. It was presented to the citizens of Wisconsin to be used for wildlife conservation for all time. Mead's diverse habitats harbor an abundance of wildlife: 270 documented species of birds, a variety of North American mammals, as well as reptiles, amphibians, and insects. Such diversity ensures that with each visit there is something new to discover. Offering over 80 miles of hiking trails, bike trails, and recreational opportunities, Mead can truly offer visitors a one-on-one nature experience.

NORTH WOOD COUNTY PARK

7500 Park Lane, Arpin, WI
715-421-8422 • co.wood.wi.us

Located 13 miles south of downtown Marshfield, via Highway 73 and 80, on County Road A. The 172-acre park is situated on the banks of the Yellow River. Two small artificial lakes created by dams on the river and a small pine-wooded island provide scenic beauty for the entire area. One of the main attractions of the park is the 225 foot suspension bridge over the river. Other attractions include a disc golf course, stone shelter, and beach area. There are 99 campsites located at the park; 78 of these are electrical. For campsite reservations, call the Wood County Parks and Forestry Department at 715-421-8422 or visit their website.



RICHFIELD 360 RECREATION AREA

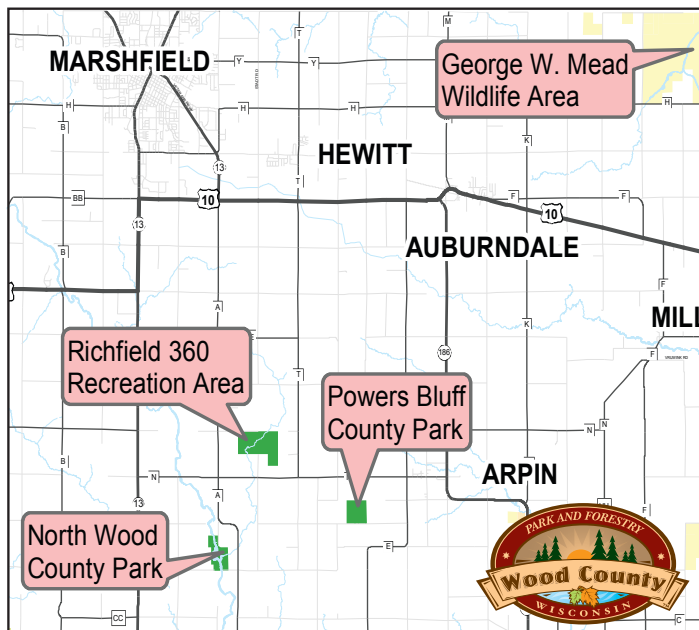
8183 Heggelund Lane, Marshfield, WI
715-421-8422 • co.wood.wi.us

Located 10 miles southeast of Marshfield on County Trunk Highway A, and then one half-mile east on Heggelund Lane—this 360-acre parcel has 5 miles of developed cross country ski trails and 8 miles of cross country ski/nature trails routed across open fields, through forests, and along Puff Creek. All trails are marked and groomed during the winter season.

POWERS BLUFF COUNTY PARK

69990 Bluff Drive, Arpin, WI
715-421-8422 • co.wood.wi.us

Located just 14 miles southeast of downtown Marshfield, the 160-acre park is home to beginner level downhill skiing and snowboarding, cross-country skiing, tubing, snowmobiling, and snowshoeing. A two-story stone shelter building includes a warming house with concessions and ski/snowboard rentals. Tow passes are available for purchase on site. Families love tubing the four available fast-paced tube runs. Tubes are provided at no charge with the purchase of a tube hill ticket. No outside tubes allowed. Open seasonally, Saturday and Sunday 10 a.m.–5 p.m. Call ahead to verify holiday schedule.



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Braem Park

905 N. Cedar Avenue, Marshfield, WI

North Wood County Park

7500 Park Lane, Arpin, WI

Schuster Park

573 E. Division Street, Neillsville, WI

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Marshfield Clinic Health System YMCA

715-387-4900 / mfdymca.org

410 W. McMillan Street, Marshfield, WI

Off the Mat Yoga

715-207-5960 / otmyoga.com

315 S. Central Avenue, Marshfield, WI

GO RACING

Marshfield Motor Speedway

715-533-0796 / marshfieldspeedway.com

10853 County Road H, Marshfield, WI

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Marshfield Skate Park

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905 N. Cedar Avenue, Marshfield, WI

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Paws 'N Play Dog Park

S. Peach Avenue & 21st Street, Marshfield, WI

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Marshfield Country Club

715-384-4409 / golfmcc.org

11426 Wren Road, Marshfield, WI

RiverEdge Golf Course

715-676-3900 / riveredgegolfcourse.com

10191 Mill Creek Drive, Marshfield, WI



WILDWOOD CONNECTOR TRAIL ①

The Wildwood Connector Trail (seen in yellow on the map to the right) is the newest addition to Marshfield's impressive biking and walking trail system. The 2.5 mile long asphalt trail, located between 17th Street and McMillan, is both on-road and off-road.

MCMILLAN MARSH WILDLIFE AREA ②

715-457-6771 • meadwildlife.org

McMillan Marsh Wildlife Area is a diverse landscape of wetlands, woodlands, and grasslands. The area is approximately 6,500 acres in size and is located one mile north of the city limits of Marshfield. The property is open to hunting and trapping during the regular seasons, except for designated refuge areas. A seasonal 6.25 mile bicycle trail (combination of lime and gravel) is open May 1–September 1.

MILL CREEK TRAIL ③

Located on the south side of Marshfield in the Mill Creek Business Park. Preferred access to the trail is at 29th Street and Apple Avenue, but you can also access the business park from Cherry Avenue, Commerce Drive, and Hwy 10. The trail is 10' wide asphalt surface, and is approximately 2.6 miles long.

HAMUS NATURE PRESERVE TRAIL ④

Located at 210 Wilderness View Drive, it includes one mile of asphalt trails and over 1.5 miles of natural surface trails, with a small pond in the area.

GALVIN AVENUE TRAIL ⑤

A 10' wide, one-mile asphalt trail between Becker Road and 4th Street. On-road bike lane from Becker Road to McMillan Street.

GRIESE PARK TRAIL ⑥

Located at Griese Park, 1001 E. 29th Street, the trail is 3/4-mile long, 8' wide, asphalt surface.

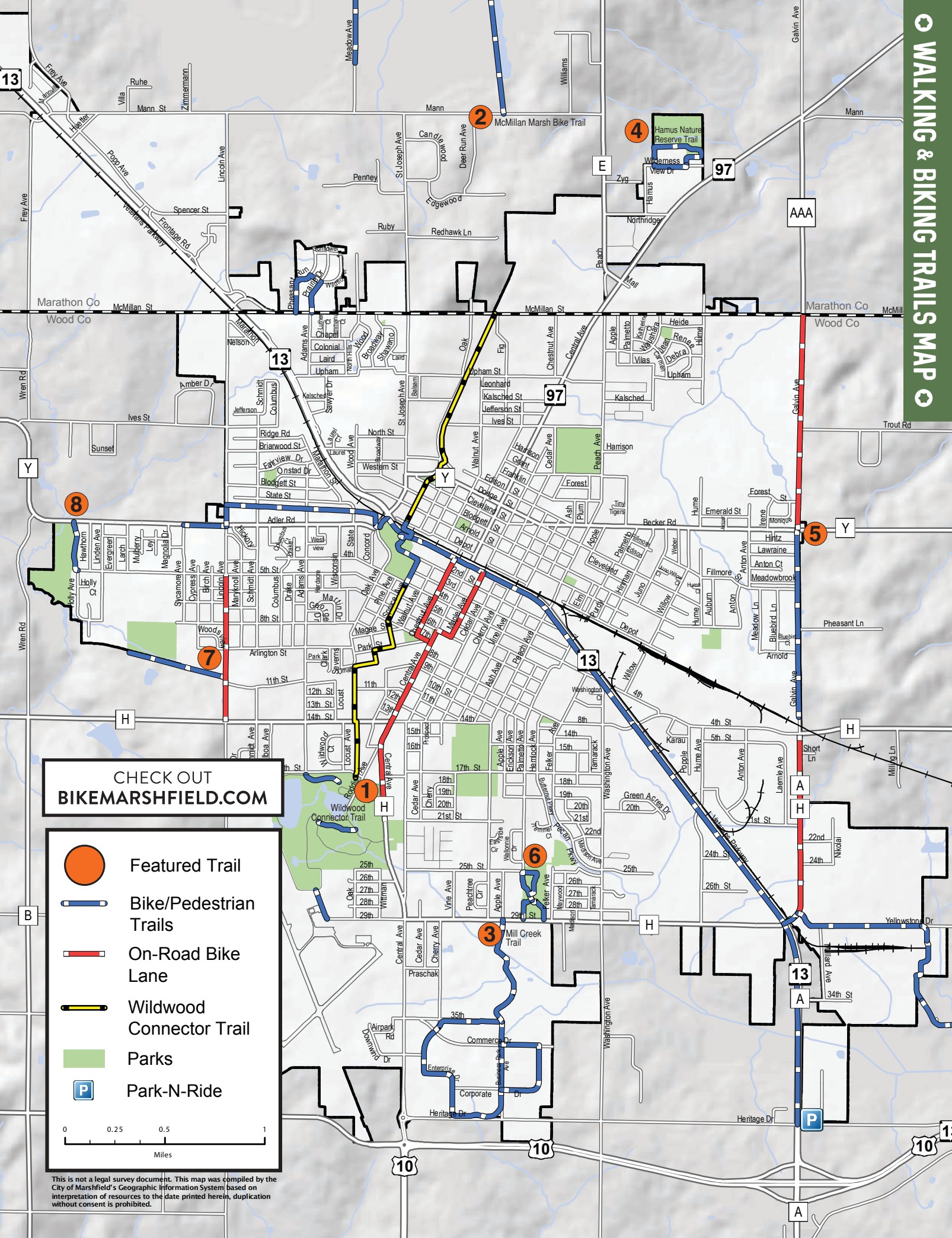
UW ARBORETUM CONNECTOR TRAIL ⑦

Located at the intersection of Lincoln Avenue and 11th Street near Washington Elementary School, this trail connects to the UW Arboretum Trail.


WEBER PARK TRAIL ⑧

This 37-acre city park can be accessed at the corner of Holly Avenue and the end of West 5th Street. It includes an asphalt trail between 5th Street and Adler Road, plus over 1.5 miles of natural surface trails. The park has a parking lot and a small nature pond.


 <p>Milwaukee Destination Center</p> <p>Central Wisconsin's Largest Selection!</p>	<p>YOUR PARTY RENTAL HEADQUARTERS!</p> <p>From Backyard Parties to Corporate Events</p> <p>HILLER'S True Value</p> <p>715.384.9101 751 S. Central Ave Marshfield, WI 54449 www.hillerstruevalue.com</p> <p>TENTS, TABLES, CHAIRS & MORE!</p> <p>HUGE SELECTION OF BOUNCE HOUSES</p> <p>We Deliver. We Set-Up. We Take-Down. YOU ENJOY!</p>
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Featured Trail




Bike/Pedestrian Trails




On-Road Bike Lane



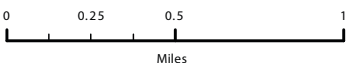
Wildwood Connector Trail



Parks



Park-N-Ride



0 0.25 0.5 1
Miles

This is not a legal survey document. This map was compiled by the City of Marshfield's Geographic Information System based on interpretation of resources to the date printed herein, duplication without consent is prohibited.

Wood County & Power Pac Continue Support of UTV Route Growth Amid Industry Boom /////

Author, Power Pac Equipment & Motorsports

It's no secret that outdoor industries have grown exponentially in the last two years. Already on the rise pre-pandemic, UTV and ATV trail riding has become one of the hottest outdoor trends. And, to the benefit of local economies, Wood County continues to cater to the pastime's growth in Central Wisconsin.

WHAT'S NEW: In early 2022, Wood County opened all county highways to UTV and ATV use unless a township stated otherwise. This is a huge step and comes on the heels of two very productive years of opening routes for the county. Nearly 75 miles of new UTV/ATV routes were opened since 2019 in addition to new ATV/UTV campsites in Pittsville's Dexter Park and more than \$400,000 in grants that funded route and trail maintenance. In addition to Wood County's efforts, Mandy and Josh Witt, owners of Power Pac, worked with local townships to open additional routes in the towns of Lincoln and Cameron and is in talks with the city of Marshfield to identify a few potential routes that may make sense to open

within the city to connect route users to local businesses.

"The new routes and discussions demonstrate Wood County's commitment to growing off-road tourism," says Jake Hahn, Chairman, Highway, Infrastructure and Recreation Committee. "Neighboring counties are generating a lot of tourism with ATV/UTV routes. Jackson County generates \$12 million dollars of economic activity with their route and trail system. That's the kind of shot in the arm that will allow local bars and restaurants to keep their doors open. We can't afford **not** to do it."

The new Wood County routes were strategically designed to connect to existing mainline routes and trails, thereby linking to adjacent counties. The goal: bring new visitors and dollars through the area.

"A new study from the Wood County Planning and Zoning Department estimated the economic impact of county UTV/ATV trails and routes to be around \$1500 per

visiting rider," says Matt McLean, Director, Marshfield Convention & Visitors Bureau. "Not only are these developments a great asset for riders, but they will invigorate local businesses by increasing traffic from an under-tapped group of visitors and consumers."

A 2011 case study of the Cheese County Trail in southern Wisconsin found that the total combined spending of all trail users exceeded \$15 million during the 12-month study. 86% of that amount was from non-local trail users.

"These aren't small numbers," says Mandy Witt, co-owner and CMO, Power Pac. "This type of tourism will do real things for our local economy and Central Wisconsin can no longer be seen as a 'drive through' area on the way to the Northwoods. We applaud Wood County and local townships for seeing this vision and we'll continue to do everything we can to assist in this strategic growth for our local communities."



CHOOSING THE RIGHT UTV

Looking to get in on the UTV trend? There are a number of things to consider. Kyle Skoug, Powersports Salesman for Power Pac, asks his customers first: what do you want to do with your vehicle?

HIS TIPS ARE BELOW:

• SPEED/TRAIL RIDING:

If speed and adventure is the name of your game, then consider the Polaris RZR® or Yamaha YXZ®. Built for off-road performance and designed for width-restricted trails, the RZR and YXZ are for the rider looking to insert some high-speed adventure into his/her life.

• WORK OR LEISURE:

Need a workhorse to help with yardwork or a campground runner? The Polaris Ranger is a king in this space. The Kawasaki Mule™ and John Deere Gator™ are also great work or leisure machines. Looking for a more economical version? The Ranger 500 or the Kawasaki Mule PRO-FX are both worth a look.

• I WANT IT ALL:

If you are looking for work and play – chores and trail riding – the Polaris General XP or Yamaha Wolverine RMAX are great options. With towing performance, a dump box, touch screen and great ground clearance and suspension, you can get your work done AND dominate the toughest trail. Kawasaki Teryx® is a more economical option here and still has a 783 cc engine and dumpbox.

OTHER THINGS TO CONSIDER:

• PASSENGER ROOM:

Think through how many passengers you want your side-by-side to accommodate. Models have 2, 3, 4 or 6-seat options.

• TECH:

Brands offer GPS touch screens that you can add to your unit which can make navigating trails a lot easier. The software allows you to plan trips, track and share rides and log service.

• MAKE IT YOURS:

You can customize your machine in a number of ways.

- Rims and tires: Think about where you will be riding. Most factory tires are made for off-road riding so,

if you are planning to ride on more compact gravel routes or roads, consider radial tires.

- Bells and whistles: Other add on's include sound systems, cab upgrades, storage, gun racks, coolers, heat and even air conditioning.

- Seasonal needs: Don't forget to ask about cab, plow or track packages for your machine.

/////

HAVE MORE QUESTIONS OR READY TO ADD A UTV TO YOUR GARAGE?

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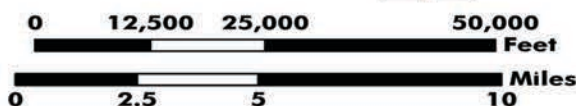
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WOOD COUNTY ATV ROUTE /TRAIL SYSTEM

Scale: 1:240,000



Trail Heads

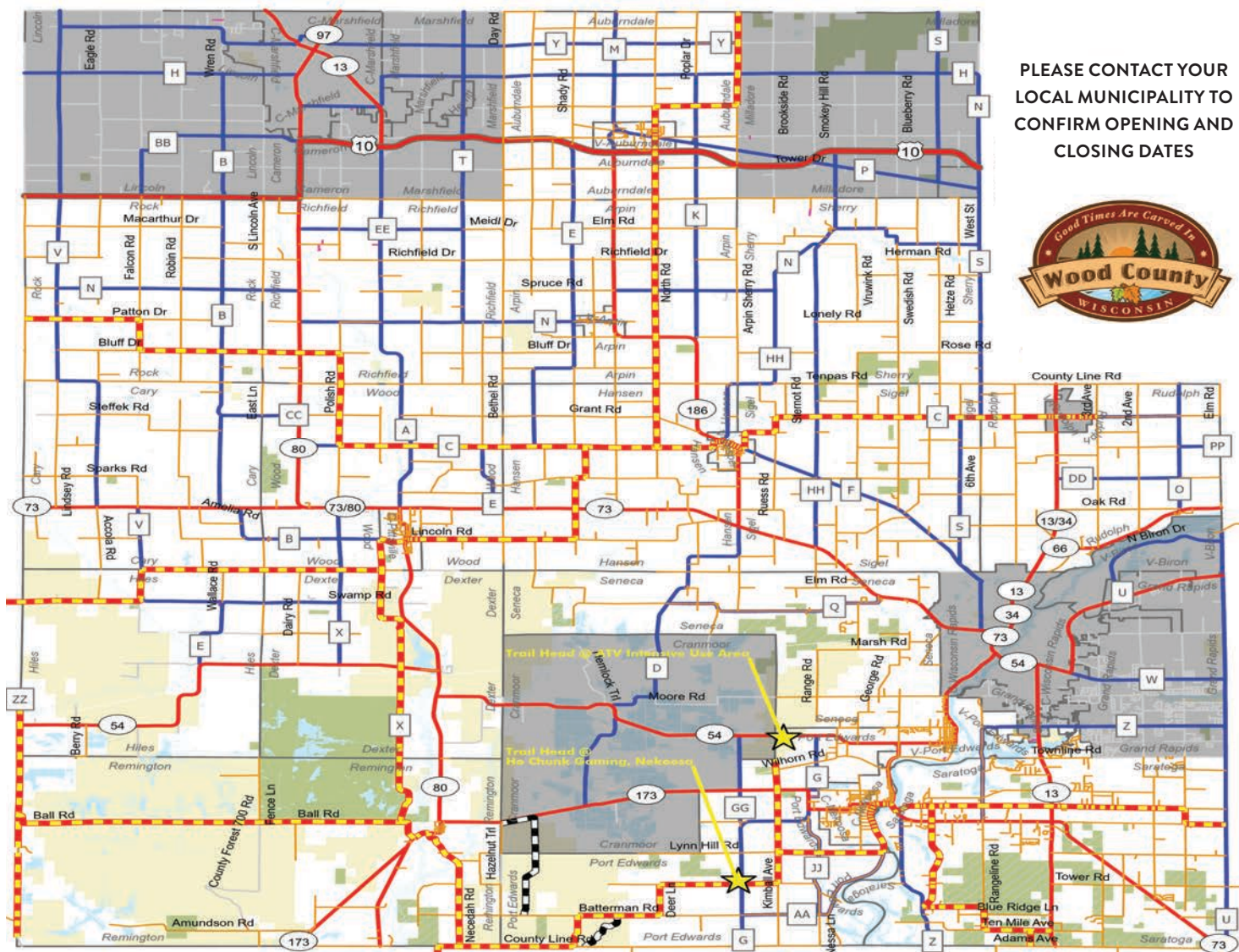
Mainline Route

ATV/UTV Routes

ATV Trails

Open Managed Forest Land
Public County Owned Land
Public State Owned Land
ATV Use Not Allowed by Local Ordinance

PLEASE CONTACT YOUR LOCAL MUNICIPALITY TO CONFIRM OPENING AND CLOSING DATES



WOOD COUNTY ATV PARK

co.wood.wi.us

Ten miles of trails in the Wood County ATV area southwest of Wisconsin Rapids. Enclosed shelter, restrooms, water well, large parking area. Located three miles west of Port Edwards on State Hwy 54.

MARATHON COUNTY ATV TRAILS

co.marathon.wi.us

Twelve miles of trails in the Burma Road Unit of the Marathon County Forest southwest of Wausau. Also, five miles on the Edgar to Stratford trail.

CLARK COUNTY ATV TRAILS

co.clark.wi.us

Eighty miles of trails with additional inter-connecting routes, totaling 135 miles of year-round travel. Trails wind and loop through the 133,000-acre Clark County Forest. Winter ATV trails total 180 miles. Trails connect to five county campgrounds and parks. Six strategically located parking lots serve the trails.

SNOWMOBILING

co.wood.wi.us

Wood County has 268 miles of snowmobile trails routed through forests and across farmlands to enjoy. Ten clubs make up Wood County Snowmobile Alliance and maintain the trails. When snowmobiling, please stay on the marked trails.

****Please contact your local township to confirm opening and closing updates.**



Marshfield Clinic Health System

Enriching lives for generations

Marshfield Clinic Health System has, for more than a century, provided the best health care while being engaged in our many communities where we all work, live and play.

The Health System, with its headquarters in Marshfield, is growing with mission in mind – to create healthy communities through accessible, affordable, compassionate health care. Its vision is to define the future of health care for generations and to be the consumer's first choice for health care.

The Health System has about 1,600 medical professionals and 12,000 employees across its vast system of care; is a major employer in Marshfield and Wisconsin; and helps drive the economy in our communities. And, we are excited about having an even bigger presence in our communities to serve you better in the months and years to come.

Besides outpatient clinics and services, the Health System has hospitals in Beaver Dam, Eau Claire, Ladysmith, Marshfield, Minocqua, Neillsville, Park Falls, Rice Lake, Stevens Point, Weston and Iron Mountain.

History

Six Marshfield physicians in 1916 formed Marshfield Clinic, founding what has been one of the largest private multispecialty group practices in the United States. Those physicians combined their practices but also were very involved in medical research and education.

“For more than 100 years, Marshfield Clinic Health System has served rural communities and put our patients first. We’re excited to build on our history of innovation and excellence as we work to define the future of health care in our second century.”

- Dr. Susan Turney
Chief Executive Officer



Today's Health Care

The Health System provides the latest medical technology, research and education to serve patients from all over the world. This medical tourism destination has more than 50 locations in Wisconsin with nearly 170 specialties and subspecialties. Primary care physicians consult with specialists within the System to provide coordinated care, all under one roof in Marshfield. You can take extra precautions to help protect your health. Consider virtual care options through telehealth at home.



Emergency, Urgent Care Services

Emergency Department providers are available 24 hours a day every day of the year. Also, Marshfield Medical Center has the area's only Level II Trauma Center and Level II Pediatric Trauma Center, providing a system of experienced providers and highly qualified staff.

Urgent Care is open daily with extended evening hours, on holidays and weekends. No appointments are taken. You may have to wait to see an Urgent Care provider.

The Health System is a member of Life Link III, providing emergency air transport for patients needing critical care.



Appointments

If you need an appointment call or stop at any center location or go online at MyMarshfieldClinic and make an appointment through your account. Same-day appointments and online care from your mobile device are available through Care My Way.

Patient Assistance Center

Patient Assistance Center counselors provide support if you have a financial hardship and wish to apply for assistance. Counselors are available at 1-800-782-8581 ext. 9-4475.



Marshfield Medical Center

Marshfield Medical Center, our flagship hospital with 500 licensed patient beds, has provided quality and high-level care to families for nearly 150 years through innovation and technology. On average, we have 85 medical residents in six residency programs as well as seven fellows in four fellowship programs.

Among the many high-quality services provided are:

- ✓ Comprehensive cancer care and research services
- ✓ Heart care experts and innovative technology
- ✓ Certified Primary Stroke Care Center with rapid response treatment
- ✓ Comprehensive rehabilitation facilities, including pediatrics rehabilitation

Immediate onsite coverage is provided by general surgeons and specialists in orthopedic surgery, neurosurgery, emergency medicine and critical care.

marshfieldclinic.org



Security Health Plan

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Security Health Plan of Wisconsin

As part of the Health System, Security Health Plan of Wisconsin, Inc., provides health insurance to more than 219,000 Wisconsin residents.

Security Health Plan, the first rural Health Maintenance Organization in the nation, was founded in 1971 as the Greater Marshfield Community Health Plan by Marshfield Clinic doctors and restructured in 1986 to become Security Health Plan.

Security Health Plan's 550 employees are focused on helping consumers and communities reach their best health by ensuring access to affordable, high-quality health insurance. Accredited by the National Committee for Quality Assurance (NCQA), Security Health Plan offers health insurance coverage for employees of large and small businesses, individuals and families.

Security Administrative Services, a wholly-owned subsidiary of Security Health Plan, provides full service third-party administration for self-funded employers

securityhealth.org

Marshfield Clinic Research Institute

Marshfield Clinic Research Institute was founded in 1959 and is the largest private medical research institute in Wisconsin.

Its mission is to enrich lives through discovery, translation and application of scientific knowledge that improves health and well-being.

Housed primarily in the Lawton Center and Melvin R. Laird Center on the Marshfield Medical Center campus, Research Institute scientists conduct clinical research, rural and agricultural health and safety research, epidemiology and population health research, and precision medicine research.

marshfieldresearch.org

marshfield children's hospital

Marshfield Children's Hospital

When your child needs higher-level care, your provider can refer your child to Marshfield Children's Hospital, central Wisconsin's only dedicated pediatric hospital and only one of four in Wisconsin. Kids don't belong in hospitals but when they have to be, Marshfield Children's provides care beyond treatment, with thoughtfully designed Northwoods-themed rooms, Child Life services and more.

Our hospital has the latest technology; board-certified pediatric hospitalists and nurses; and more than 40 pediatric specialty services including allergy, cardiology, gastroenterology, hematology/oncology, nephrology, neurology, orthopedics, pulmonology, surgery and urology.

Expert care includes:

- ✓ An eight-bed pediatric intensive care unit providing the highest level of intensive care to critically-injured or seriously-ill infants and children up to age 19.
- ✓ A 24-bed neonatal intensive care unit caring for babies born at less than 32 weeks or with critical illness.
- ✓ A 24-bed pediatric unit that serves infants through 18 year olds.
- ✓ Dedicated cancer care and treatments at the region's only pediatric oncology inpatient unit.

marshfieldchildrens.org

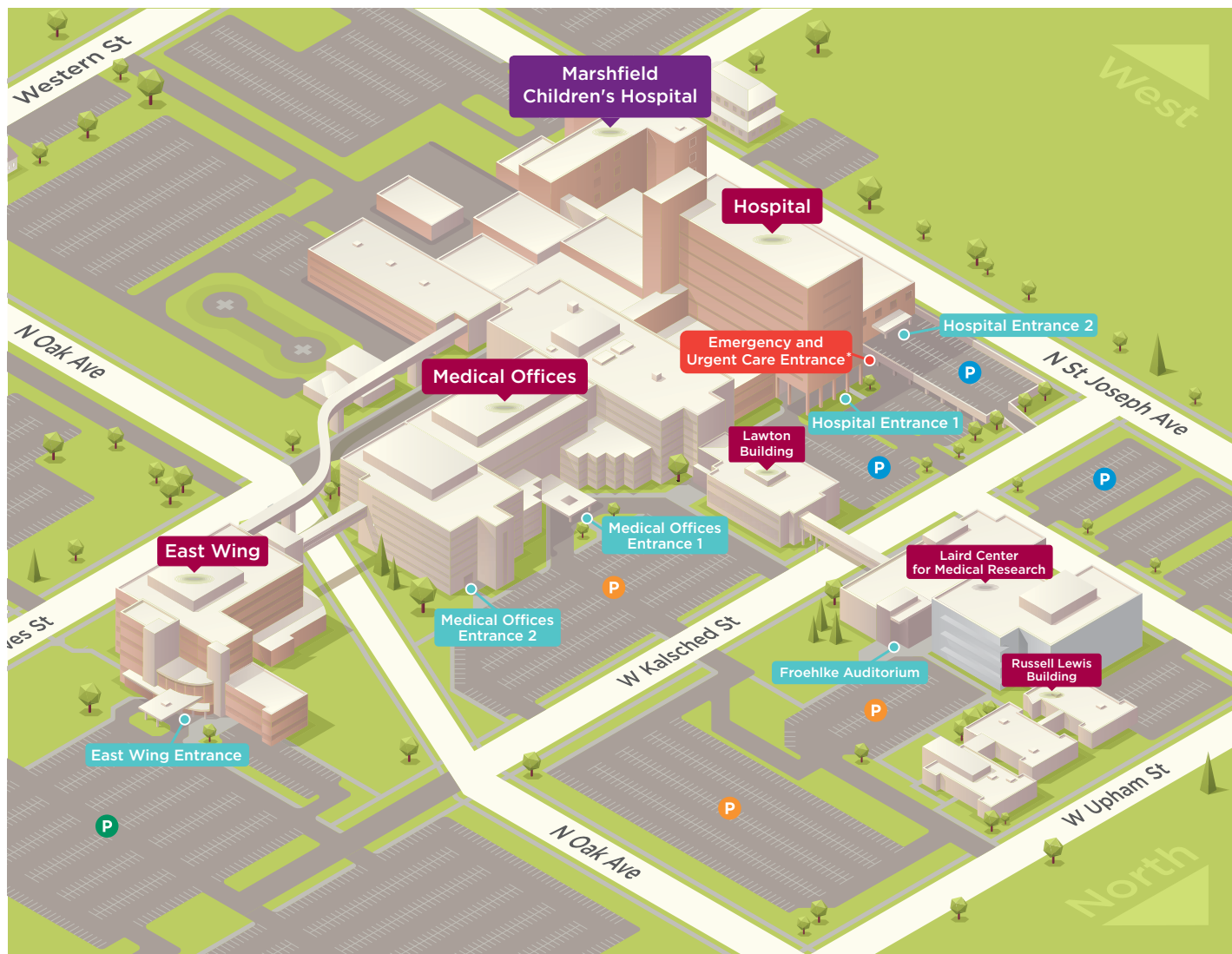


Marshfield Clinic Health System

VISITMARSHFIELD.COM | 25

Marshfield Campus

marshfieldclinic.org



*New Emergency Department and Urgent Care Entrance will be complete in 2023

Marshfield Medical Center (Medical Offices)

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Marshfield, WI 54449
715-387-5511 • 800-782-8581

Urgent Care

715-389-3839

Marshfield Medical Center (Hospital)

611 N Saint Joseph Ave
Marshfield, WI 54449
715-387-5511

Emergency Department

715-387-7677

Marshfield Children's Hospital

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PARKS

1. McMillan Marsh Wildlife Area
2. Hamus Nature Preserve
3. Braem Park
4. Joe & Bernadine Weber's Nature Park
5. Steve J. Miller Rec Area
6. Pickle Pond Park
7. UW Athletic Fields
8. Marshfield Fairgrounds Park
9. Wildwood Park & Zoo
10. Griesek Park

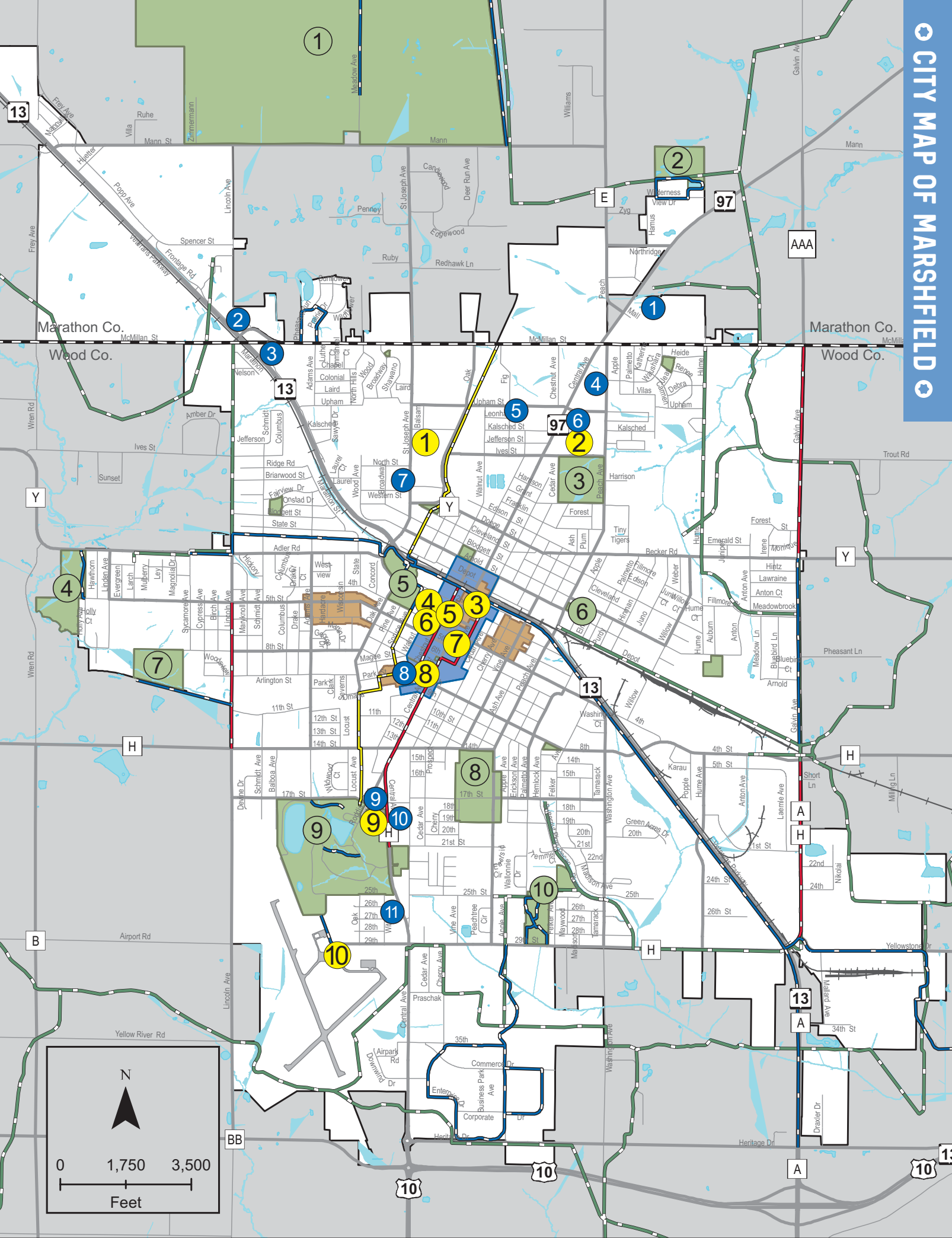
POINTS OF INTEREST

1. Marshfield Medical Center & New Visions Gallery
2. Marshfield Mall
3. Everett Roehl Marshfield Public Library
4. Chestnut Center For The Arts
5. Wenzel Family Plaza
6. Governor William H. Upham House
7. Roger's Cinema
8. Marshfield Chamber of Commerce & Industry and Visit Marshfield
9. Vandehey Waters Outdoor Aquatic Center
10. Marshfield Municipal Airport

HOTELS & MOTELS

1. Baymont Inn & Suites
2. Neva Jean Motel
3. 7 Star Inn
4. Woodfield Inn & Suites
5. Hampton Inn & Suites
6. Quality Inn
7. Simplicity Inn
8. Holiday Inn & Conference Center
9. The Park Motel
10. Santa Fe Motel
11. Hotel Marshfield

CITY MAP KEY		FACILITIES												ACTIVITIES																		
<div><div>Off Road Bike/Pedestrian Trails</div><div>On-Road Bike Lane</div><div>Wildwood Connector Trail</div><div>Snowmobile Trails</div><div>Rail Road</div><div>Regional Linework</div></div> <div><div>Park/McMillan Marsh</div><div>Historical District</div><div>Downtown Business District</div><div>City Limits</div></div>		Electricity	Showers	Toilets	Dump Station	Wood	Ice	Wells	Fireplace/Grill	Boat Landing	Enclosed Shelter	Open Shelter	Leashed Pets	Camping	Swimming	Fishing	Canoeing	Trails/Hiking	Playground	Picnicking	Water Skiing	Ball Fields	Horseshoe Court	Frisbee Golf	Ice Skate Pond	Hockey	Ski Downhill	Ski Cross Country	Snowmobiling	Tubing (snow)	Volleyball	Tennis
MARSHFIELD PARKS	Benedict Park										⬤							⬤	⬤											⬤		
	Braem Park	⬤									⬤							⬤	⬤	⬤		⬤	⬤	⬤							⬤	
	Columbia Park																		⬤													
	Connor Park																⬤															
	Forest Ridge																	⬤	⬤	⬤		⬤										
	Grant Mini Park																	⬤	⬤	⬤		⬤										
	Griesek Park	⬤		⬤							⬤							⬤	⬤	⬤		⬤										
	Hamus Nature Preserve	⬤		⬤				⬤			⬤				⬤			⬤		⬤												
	Hardacre Park	⬤																	⬤													
	Joe & Bernadine Weber's Nature Park			⬤						⬤								⬤	⬤													
	Marshfield Fairgrounds Park	⬤	⬤	⬤	⬤					⬤	⬤	⬤	⬤						⬤	⬤		⬤				⬤						
	Northern Hills Park																		⬤	⬤												
	Pickle Pond Park									⬤		⬤													⬤							
	Steve J. Miller Recreation Area	⬤		⬤							⬤								⬤	⬤		⬤									⬤	
	UW Athletic Fields																	⬤				⬤										⬤
	Wenzel Family Plaza	⬤										⬤								⬤												
Wildwood Park & Zoo	⬤		⬤					⬤		⬤	⬤	⬤		⬤	⬤	⬤	⬤	⬤	⬤				⬤						⬤			
COUNTY PARKS	North Wood County Park	⬤	⬤	⬤	⬤	⬤	⬤	⬤	⬤	⬤	⬤	⬤	⬤	⬤	⬤	⬤	⬤	⬤	⬤		⬤		⬤							⬤		
	Powers Bluff County Park	⬤		⬤				⬤	⬤	⬤	⬤	⬤					⬤	⬤	⬤							⬤	⬤	⬤	⬤			
	Richfield 360 Recreation Area			⬤							⬤	⬤					⬤										⬤					





Maple Fall Fest



Maple Fall Fest
Time-honored tradition
three decades in the
making

When an outdoor event reaches the 30-year milestone, organizers know they have something special. Marshfield's annual salute to summer's passing, and the changing of seasons, is one of those events.

When it comes to the success or failure of any outdoor event, Mother Nature usually reigns supreme. But diehards attending Visit Marshfield's Maple Fall Fest have determined otherwise over the years.

When the 30th annual Maple Fall Fest rolled around in 2022, big crowds

took advantage of near-perfect weather conditions. Except for a brief, midday drizzle, warm sunshine and temperatures in the 70s greeted those who ventured out on day one of the two-day weekend event, and many volunteers agreed the morning crowds that first day were as large as ever.

Shoppers by the hundreds filed into and out of Wildwood Park, in steady streams both days, looking over the many items brought by the 150 vendors who were showcasing original artwork, handmade arts and crafts, Amish specialties, and more.

Wendy Gohdes and her husband Glenn have had a booth at the event for its entire run. "We started out in the old pavilion, and then when they tore that one down we moved outside, and we've been in this same spot for the rest of the time," Gohdes said, during the 2022 event. "We do well here," Gohdes said, when asked what keeps them coming back. "I love seeing the people, good food, it's just a good crowd, and we just enjoy coming back here," she added. The Gohdes's started going to craft shows in 1989. "He likes doing the wood working. I'm a professional seamstress, so I just do the little bit extra all the time, and we have to get rid of it somehow," she says with a laugh. One of Wendy's best sellers is her two-sided, dual-purpose table runners. "But, our folding cribbage tables are our biggest seller," she adds. Marshfield's Maple Fall Fest is one of 25 shows the Gohdes's will attend each year. "Marshfield's the farthest south we go," said Wendy. "We go north as far as Hazelhurst."

The main attraction of this event is the 150-plus vendors with their original artwork, handmade arts & crafts, Amish specialties, and more. The September main stay also features the Maple Village, over a dozen food vendors, a vendor maple dessert contest, pumpkin bowling, and a beer garden. The annual Potato Pancake Breakfast serves hundreds each morning. There's also entertainment for the whole family at the Kid's Zone, inflatables,



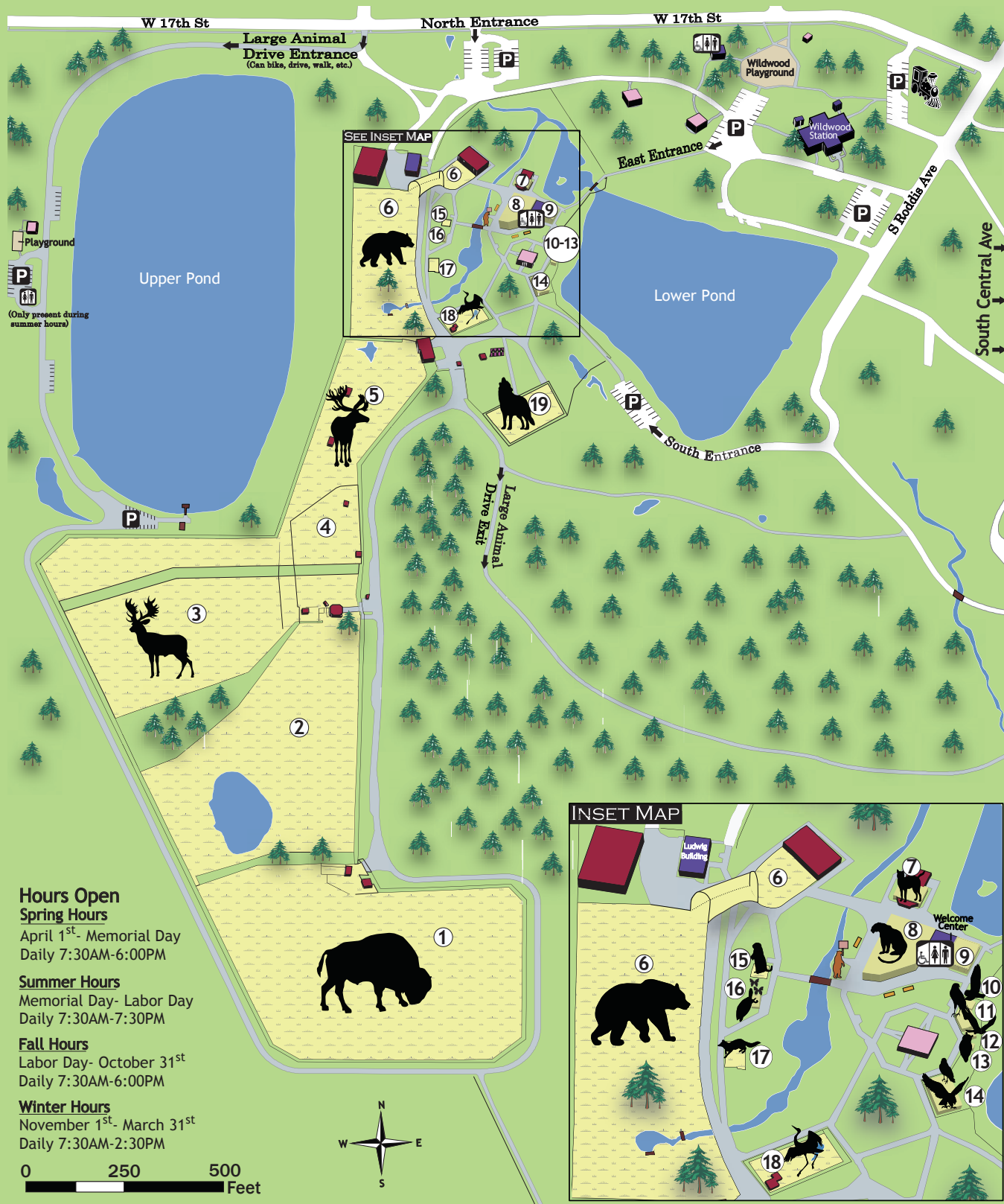
Mad Dog and Merrill "Grillin' Buddies," and Wildwood Zoo tours.

Over the years, the event has also featured performances by Main Street Conservatory of Dance, Marshfield Youth Ballet, Central Wisconsin Line Dancers, chainsaw artists and butterfly releases by Marshfield Monarchs.

Visit Marshfield uses the proceeds from the festival to support and market local tourism related events, as well as grants for local organizations that support tourism efforts in Marshfield.

— Mike Warren





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- ③ White Tail Deer
- ④ Mountain Goat
- ⑤ Elk
- ⑥ Kodiak Bear
- ⑦ Wildcat

- ⑧ Cougar
- ⑨ Welcome Center
- ⑩ Red Tail Hawk
- ⑪ Great Horned Owl
- ⑫ Peregrine Falcon
- ⑬ Screech Owl
- ⑭ Bald Eagle & Rough Legged Hawk

- ⑮ Prairie Dog
- ⑯ Ornate Turtle
- ⑰ Fox (Gray & Arctic)
- ⑱ Sandhill Crane
- ⑲ Wolf (Timber/Gray)

Cartographer Anna Khan
 Created 5/30/2019
 City of Marshfield Public Works GIS



Rotary Winter Wonderland

WHAT IS ROTARY WINTER WONDERLAND?

Rotary Winter Wonderland is a holiday light display in Wildwood Park featuring a driving route and a walking path with over 2 million LED lights. It is a community-

wide volunteer effort to collect donations of food items for distribution to local food pantries. This event brings the community together to celebrate the holiday season. Rotary Winter Wonderland is open daily from 5 PM to 9 PM starting the day after

Thanksgiving through December 31st. A free-will donation of food and/or cash at the entrance to the park is suggested. For more information or questions call 715-384-3454 or go to rotarywinterwonderland.org.

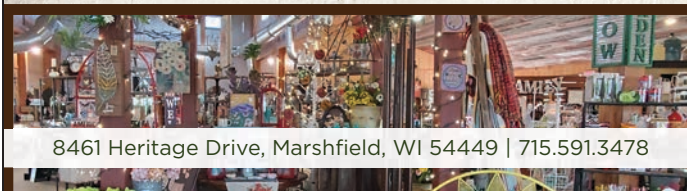
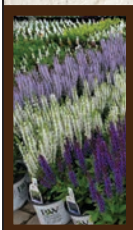


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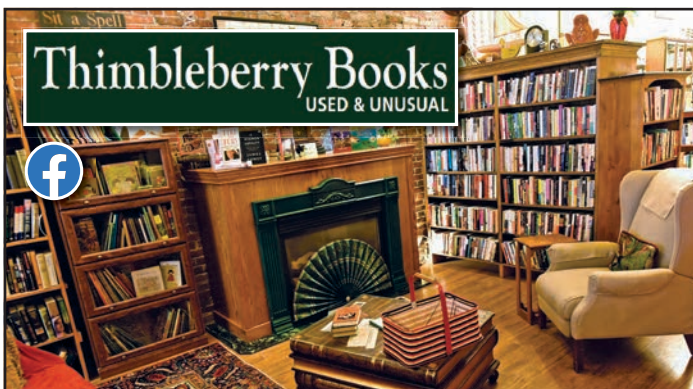
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FIND FUN AT THE FAIR

Visitors to Central Wisconsin looking for “something for everyone” may find their answers at the fair.

For nearly 125 years, the Central Wisconsin State Fair in Marshfield has been providing family-friendly fun. From Junior Fair Day to Senior Citizen Day, the fair provides entertainment to kids of all ages.

At the heart of the fair are the animals. From dressed-up cows to racing pigs, the Central Wisconsin State Fair has got you covered. In its early years, the fair was built around the dairy industry. And from the moment the fair opens at 8 a.m. on day one, animals are front-and-center.

When it comes to animals, The Junior Fair is the main attraction. 4-H and farm kids – and even some who don’t come from farming families – take center stage, with swine, beef, sheep, exotic, goat, horse and poultry projects they’ve worked with all summer. The first three days of the annual six-day fair are devoted to junior fair participants and judging. There are even best-dressed and dress-a-cow contests as added fun, although the various 4-H clubs take them pretty seriously. But the real payoff comes with the annual Market Animal Sale, when the kids cash in on all their hard work. An auction of the champion animals sold during that market sale raise thousands of dollars at a separate event a month later to support agricultural initiatives dedicated to keeping farmers healthy, happy and safe.

As the weekend arrives at the fair, so do the open-class animal entries. More cows, calves and pigs – and even some rabbits, dogs and cats – are all checked in and prepped for the show in front of the judges. Some open-class participants have been bringing animals to the fair for decades, even a few since the 60s and 70s.

Playing “second fiddle” only to the animals is the seemingly-endless supply of musical acts. One can’t walk too far without feeling the beat of the rhythm coming from somewhere on the fairgrounds. The epicenter each year is the grandstand stage, which has attracted its share of big names over the years – including the Oak Ridge



Boys, the Beach Boys, Eddie Money, Alice Cooper, John Michael Montgomery and many more. In recent years, fair officials have also found traction with tribute acts, such as Vic Ferrari, Hotel California and Hairball. On a smaller scale, The Family Entertainment Tent has a steady stream of musical acts each year that strike a chord with fans of all interests – such as The Memories, Johnny Wad, The Jerry Schmitt Band and Diamonds & Whiskey.

The annual fair has also been an educational tool over its many years. The “Wonders of Wisconsin” have taken over the hockey building in recent years, featuring displays about nature, agriculture and even things made in America’s Dairyland. Not too far away are the many flower, vegetable, cookie, cake, clothing, craft and photography entries, with many displaying varying colors of ribbons following their judging.

For those whose interest is peaked with the roar of an engine or two, the Central Wisconsin State

Fair offers the all-star Monster Truck show, and the time-honored tradition of an annual Demolition Derby.

And while we all have different tastes when it comes to entertainment, most of us can agree on one fan favorite. Have two words ever made anyone’s mouth water more than “fair food?” From freshly-cooked burgers-and-fries and giant corn dogs on a stick, to deep-fried cheese curds, cream puffs, elephant ears, kettle corn, gyros and more, the end-of-summer bash has something for every taste bud, with food stands that seem to go on forever.

Perhaps Dale Christiansen, Executive Director of the Central Wisconsin State Fair, said it best, when he recalled his first experience with a county fair. “I couldn’t help but notice all of the people that appeared to be on a mission, and each one headed in a different direction,” Christiansen recalled. “You could feel a buzz of excitement and anticipation in the air.”

Simply put, there is nothing like the “air” of the Central Wisconsin State Fair, where traditions are treasured and memories are made.

— Mike Warren



Family fun is never far away at the fair. The highlight for most is the Midway. With bigger and better carnival vendors in recent years, the northern end of the fairgrounds lights up each night with a giant Ferris wheel, carnival rides and games, tasty treats and more. Families don’t have to wander too far to find interactive musical acts, comedy, magic and high-dive shows, balloon artists, pig and duck races, pedal tractor races and much more.



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BEST OF MARSHFIELD

2022

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SELECT LIST: A select group of hospitality businesses were awarded a special recognition. To make the SELECT LIST, businesses must win a Best of Marshfield category; have at least 4 or 5 stars on Facebook, Trip Advisor, and Yelp; be local; and be open year-round.  Indicates Select List Winner



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11:00AM - 10:00PM
SUNDAY
6:30AM - 8:00PM

SPECIALS
SUNDAY BREAKFAST
6:30AM - 11:30AM
FISH FRY FRIDAYS
10:30AM - 10:00PM
MANY GLUTEN FREE OPTIONS



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Scotty's PIZZA & CHICKEN
SMALL BUSINESS OF THE YEAR MARSHFIELD 2022

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715-389-1868






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715-650-7001 | Message Us On





Vietnamese Style Egg Rolls




White Rice

Serves
2-3

Serves
6-7



SCAN FOR MORE INFO

SMALL BUSINESS OF THE YEAR: SCOTTY'S PIZZA



Each year Marshfield Area Chamber of Commerce & Industry's Small Business Committee selects a small business, for companies with 39 or fewer employees, as "Small Business of the Year." This business has proven longevity with consistent growth, innovation, a strong economic impact, and community involvement.

Scotty's Pizza is a locally-owned, family business that started in 1987.

Scott Berg bought what was known as

Booker's Pizza and created Scotty's Pizza & Chicken at 100 South Chestnut Avenue. He was just 24 at the time.

The restaurant is now known for its pizzas, subs and chicken, and large variety of menu items. It is now a fixture across the street from the city's police department in Marshfield's downtown.

Despite going through many challenges, and having to completely rebuild from the ground up in 2001, following a fire, this business has

become a fixture in the Marshfield community.

Scott and his wife, Lisa, strive to meet the needs of their customers while continuously supporting our community. It is hard to find a local community project, service, organization, or fundraiser that they have not been involved in.

Scotty's has also been voted "Best Pizza in Marshfield" 14 years in a row, through Visit Marshfield's Best of Marshfield contest.

— Hub City Times / Marshfield in Motion

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webersfarmstore.com

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STORE HOURS
Mon - Fri: 8:30am - 7:00pm
Sat: 8:30 am - 5:00pm
Sun: CLOSED

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HOTELS & MOTELS



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715-387-2511 or 888-387-5255
2121 W. Veterans Parkway
Marshfield, WI



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715-384-5240 or 877-229-6668
2107 N. Central Avenue
Marshfield, WI
baymontinns.com



HAMPTON INN & SUITES

1-800-HAMPTON
400 W. Upham Street
Marshfield, WI
hilton.com/en/hampton



HOLIDAY INN & CONFERENCE CENTER

715-486-1500 or 800-HOLIDAY
750 S. Central Avenue
Marshfield, WI
holidayinn.com/marshfield



HOTEL MARSHFIELD

715-387-2700 or 855-583-2700
2700 S. Central Avenue
Marshfield, WI
hotelmashfield.com



NEVA JEAN MOTEL

715-387-3731
2301 W. Veterans Parkway
Marshfield, WI
nevajeannmotel.com



THE PARK MOTEL

715-387-1741 or 800-357-9621
1806 S. Central Avenue
Marshfield, WI
parkmotel.us



QUALITY INN

715-387-8691 or 800-228-5150
114 E. Upham Street
Marshfield, WI
qualityinn.com



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715-387-1234
504 N. St. Joseph Avenue
Marshfield, WI
hillcrestmotelmashfield.com



SANTA FE MOTEL

715-387-1191
1801 S. Central Avenue
Marshfield, WI



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Pets Allowed



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◉ CHURCHES ◉

Center City Church

2209 W Spencer St., Marshfield
Sunday Experience 10 a.m.
Wed. Society Youth 6:30 p.m.
www.myc3.church

Christ Lutheran Church

1208 W. 14th St.
Marshfield, WI 54449
715-384-3535
Thursday 6:30 p.m.
Sunday 9 a.m.
www.christmarshfield.org

Columbus Catholic Schools

710 S. Columbus Ave.
Marshfield, WI 54449
715-387-1177
www.columbuscatholicschools.org

Cornerstone Community Church

1417 W. McMillan St., Marshfield, WI 54449
715-384-6800
www.cornerstonemarshfield.com

Faith Fellowship

217 W. McMillan St.
Marshfield, WI 54449
715-387-6169 • faithfellowship.life

Faith Lutheran Church

207 S. Cherry Ave., Marshfield, WI 54449
715-387-3757
www.faithmarshfield.org
“Like” us on Facebook

Grace Lutheran Church (LCMC)

11284 Hwy 10 West • Marshfield, WI 54449
(Approx. 8 mi SW of Marshfield)
715-676-2753
Sunday Worship 9 a.m.
www.gracemarshfield.org

Immanuel Lutheran Church School and Childcare Center

604 S. Chestnut Ave., Marshfield, WI 54449
715-384-5121
Saturday 5 p.m. / Sunday 9 a.m.
www.immanuelmarshfield.org

Marshfield Church of Christ

Our mission: loving God...loving others
1413 South Felker Ave.
Marshfield, WI 54449
715-387-1004
See our website for services
www.marshfieldCOC.org

North Ridge Church

1021 W. McMillan St.
Marshfield, WI 54449
715-387-6111
Sunday 9:00 a.m., 10:45 a.m.

Our Lady of Peace Catholic Church

1414 W. 5th St., Marshfield, WI 54449
715-384-9414
Tuesday-Friday - 8:00am
Saturday - 4:00pm
Sunday - 8:00am & 10:00am

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For more info, contact us at **715-387-1177 ext. 3300**
or visit us online at columbuscatholicschools.org



Redeemer Christian Church

200 W. 3rd St., Marshfield, WI 54449
715-384-2760
info@rccmarshfield.org
www.rccmarshfield.org
Sunday 9:00 a.m. Breakfast/Fellowship
10 a.m. Worship

Sacred Heart of Jesus & Corpus Christi Catholic Churches

1101 S. Central Ave., Marshfield, WI 54449
10075 Hwy BB, Marshfield, WI 54449
715-384-3213
Tue—Fri Mass 8 a.m. at Sacred Heart
Sat - Confession 4-4:45 p.m. at Sacred Heart
Mass-5pm at Sacred Heart
Sun -Mass 8:30 am, 6 pm at Sacred Heart
Sunday-Mass 10:00a.m. at Corpus Christi
sacredheartmarshfield.org

Seventh-Day Adventist Church

714 W 14th Street
Marshfield, WI 54449
715-387-4641
marshfieldsda.org

St. John the Baptist Catholic Church

201 W. Blodgett St., Marshfield, WI 54449
715-384-3252
Saturday 4:30 p.m.
Sunday 7 a.m., 9 a.m. & 11 a.m.

St. Pauls United Church of Christ

1310 E. 8th St.
Marshfield, WI 54449
715-387-4800
Sunday-8:30 a.m.
Christmas Eve Service-5:00 p.m.



Zion United Methodist Church

2106 N. Peach Avenue
Marshfield, WI 54449
715-898-1771 • www.zionumcfamily.com
Sunday 9:30 a.m., Discipleship Hour 10:45 a.m.

The logo for Heinzen Printing & Promotional features a stylized 'H' inside a circle with a rainbow gradient. Below it, the text "Heinzen Printing & Promotional" is written in a bold, sans-serif font. Underneath that, "The all-inclusive print shop" is written in a blue, cursive script.

Professional Graphic Design • Logo Design/Branding
Print Services • Screen Printing • In-house Embroidery
Extensive Promo Product Selection

715.384.4959
heinzenprinting.com
550 S. Central Ave., Marshfield, WI 54449
2730 Oak St., Wisconsin Rapids, WI 54494

The Masonite logo consists of a stylized green 'M' followed by the word "MASONITE" in a bold, black, sans-serif font.

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A photograph of a woman with curly hair, wearing a yellow safety vest over a red shirt, a white face mask, and safety glasses. She is working on a grey door, with her hands on the handle area.

The logo for Discovery Education Station features a circular emblem with a stylized rocket ship in the center. The words "Discovery Education Station" are written around the perimeter of the circle.

Discovery Education Station
"Learning Through Exploration"

Hours: Mon-Sat 10am-6pm
501c3 & Kids STEM Programs

248 S Central Ave
Marshfield, WI 54449
715-898-1196
info@discoveryedustation.org
www.discoveryedustation.org

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Kevin & Kendra
Office: 715-384-2063
Cell: 715-207-2065
204466 River Run Road
Stratford, WI 54484
kkschmidtke@yahoo.com

A pink ribbon logo with the text "In Memory of Otto" below it.A cartoon duck wearing a red hat and holding a flag that says "Fire" and "Water".

MEETING & CONFERENCE

AMERICAN LEGION POST 54

715-384-9697

2100 S. Maple Avenue, Marshfield, WI

marshfieldpost54wi.org

CONFERENCE ROOM	SIZE (SQ. FT.)	SEATING*
Large Hall	3,100	300

BELVEDERE SUPPER CLUB

715-387-4161

M329 Hwy 97, Marshfield, WI

belvederesupperclub.net

CONFERENCE ROOM	SIZE (SQ. FT.)	SEATING*
Large Hall	4,000	400
Fireplace Room	1,000	50

THE BOARDROOM

107 W. Third St., Marshfield, WI

boardroommarshfield.com

CONFERENCE ROOM	SIZE (SQ. FT.)	SEATING*
Private Room	300	12

CHESTNUT CENTER FOR THE ARTS

715-389-8999

208 S. Chestnut Avenue, Marshfield, WI

chestnutarts.org

CONFERENCE ROOM	SIZE (SQ. FT.)	SEATING*
Ballroom	3,000	200
Concert Hall	4,000	250
Fireplace Room	1,450	40
Terazzo Room	300	40

EVERETT ROEHL MARSHFIELD PUBLIC LIBRARY & 2ND ST COMMUNITY CENTER

715-387-8494

105 S. Maple Avenue, Marshfield, WI

marshfieldlibrary.org

211 E. 2nd St., Marshfield, WI 54449

CONFERENCE ROOM	SIZE (SQ. FT.)	SEATING*
J.P. Adler Room	500	50
5 Conference Rooms	Varies	Varies

HAMPTON INN & SUITES

1-800 HAMPTON

400 W. Upham Street, Marshfield, WI

hilton.com/en/hampton

CONFERENCE ROOM	SIZE (SQ. FT.)	SEATING*
Meeting Room	947	67

HOLIDAY INN & CONFERENCE CENTER

715-486-1500 or 800-HOLIDAY

750 S. Central Avenue, Marshfield, WI

holidayinn.com/marshfield

CONFERENCE ROOM	SIZE (SQ. FT.)	SEATING*
Blodgett	500	16-45
Doege	2,400	80-250
Ives	500	16-45
Hardacre Board Room	325	Up to 16
Hub City Ballroom	4,800	288-600
Laird	800	40-75
Roddis	800	40-75
Upham	800	40-75
Prefunction Space	1,500	

HOTEL MARSHFIELD

715-387-2700 or 855-583-2700

2700 S. Central Avenue, Marshfield, WI

hotelmarsfield.com

CONFERENCE ROOM	SIZE (SQ. FT.)	SEATING*
The Grand Ballroom	4,600	325
Grand Ballroom I	1,564	105
Grand Ballroom II	1,656	115
Grand Ballroom III	1,380	72
Central Ballroom	2,790	200
Central Ballroom I	960	72
Central Ballroom II	780	48
Central Ballroom III	1,050	80
Executive Board Room	294	12

MARSHFIELD COUNTRY CLUB

715-384-4409

11426 Wren Road, Marshfield, WI

golfmcc.com

CONFERENCE ROOM	SIZE (SQ. FT.)	SEATING*
Banquet Room	2,400	130

MARSHFIELD EAGLES CLUB

715-384-3000

1104 S. Oak Avenue, Marshfield, WI

CONFERENCE ROOM	SIZE (SQ. FT.)	SEATING*
Banquet Room	6,600	550 dinner 880 chairs
Conference Room	475	30-50
East Wing	3,600	250
North Hall	1,334	75
Talon Room	272	20
West Wing	3,000	200

QUALITY INN

715-387-8691

114 E. Upham Street, Marshfield, WI

qualityinn.com

CONFERENCE ROOM	SIZE (SQ. FT.)	SEATING*
Conference Room	400	20

RIVEREDGE GOLF COURSE BANQUET FACILITY

715-676-3900

10191 Mill Creek Drive, Marshfield, WI

riveredgegolfcourse.com

CONFERENCE ROOM	SIZE (SQ. FT.)	SEATING*
Banquet Hall	7,500	Up to 450
Other hall arrangements are available		

THE RIVERS

715-384-3705

820 S. Central Avenue, Marshfield, WI

theriverstavern.com

CONFERENCE ROOM	SIZE (SQ. FT.)	SEATING*
Private Room	260	15-20

UW-STEVENS POINT AT MARSHFIELD

715-389-6530

Call for space and reservations

2000 W. Fifth St., Marshfield, WI

uwsp.edu

WOODFIELD INN & SUITES

715-387-2233

1651 N. Central Avenue, Marshfield, WI

woodfieldinn-marshfield.com

CONFERENCE ROOM	SIZE (SQ. FT.)	SEATING*
Small Room	300	8

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VISITMARSHFIELD.COM

*Seating capacity varies on arrangement of tables and/or chairs



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"We really enjoyed the Hotel Marshfield. We picked it specifically because they had Tesla chargers available. EV owners will really appreciate it. The hotel was clean and staff was friendly. They had a very nice breakfast set up. We will be back."

★★★★★ TripAdvisor traveler Linda G, August 2022

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Marshfield Medical Center