

2024 OFFICIAL VISITORS GUIDE

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MADE NEW

WISCONSIN



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Wenzel Family Plaza



Vandehey Waters



Wildwood Park & Zoo



Hub City Days Car Show

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Wildwood Park & Zoo

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

700 S. Central Avenue • Marshfield, WI 54449
Phone: 715-384-4314 • Fax: 715-387-8925
info@visitmarshfield.com • VISITMARSHFIELD.COM

CREDITS & ACKNOWLEDGMENTS

Editors: Visit Marshfield, Matt McLean, Bethany Pierson
Cartography: City of Marshfield
Design: Keith Le Moine, Heinzen Printing, Inc.
Production and Printing: Heinzen Printing, Inc.
Photo Credits: Tyler Spindler (Cover), Main Street Marshfield, City of Marshfield
Editorial Contributors: Nicole Anderson, Kaelie Gomez, Angela Loucks
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Hop & Grape

WELCOME TO MARSHFIELD!

Thank you for picking up the official visitors guide from Visit Marshfield. Visit Marshfield is a 501(c)(6) non-profit and our mission is to attract visitors to Marshfield through marketing, development of attractions, and events to create economic impact.

You won't have to spend much money with a visit to Marshfield, hotels and restaurants are a bargain, up to 50% less compared to areas such as the Wisconsin Dells and Milwaukee! So you can make that money go further trying a flight of locally brewed craft beer, including the Hop Heart IPA or the Tappers Tripel at the Blue Heron Bewpub. Or trying to break out of Prison in the new room at Escape Room Marshfield.

The wallet won't have to open too far either for some of the best comfort food in Wisconsin. We recommend checking out the Best of Marshfield in this guide, chosen by the locals, featuring the best burgers, fish fry, and the most fun things to do.

Marshfield is a small city - or, as some might say, a big town - going through a "re-NEW-al" of sorts that we call 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 the renaissance at our Wildwood Park & Zoo welcoming over 250,000 visitors each year, featuring our stars the rare Kodiak bears Munsey & Boda. It could also be

The Wenzel Family Plaza hosting dozens of fun events and spirited live music on the block where once the printing presses of our local newspaper told our stories.

We have been happy to welcome many new additions to the community in the past year. Dave's Guitar Shop opened a landmark 4,000 + square foot building in downtown Marshfield, keeping many of the building's historic features. Marshfield has also welcomed some larger national chain stores including Five Below, Ross Dress for Less, and Hobby Lobby opening in early 2024.

If you visit us, please visit our neighbors too in Wausau, Stevens Point and Wisconsin Rapids and experience all Central Wisconsin has to offer.

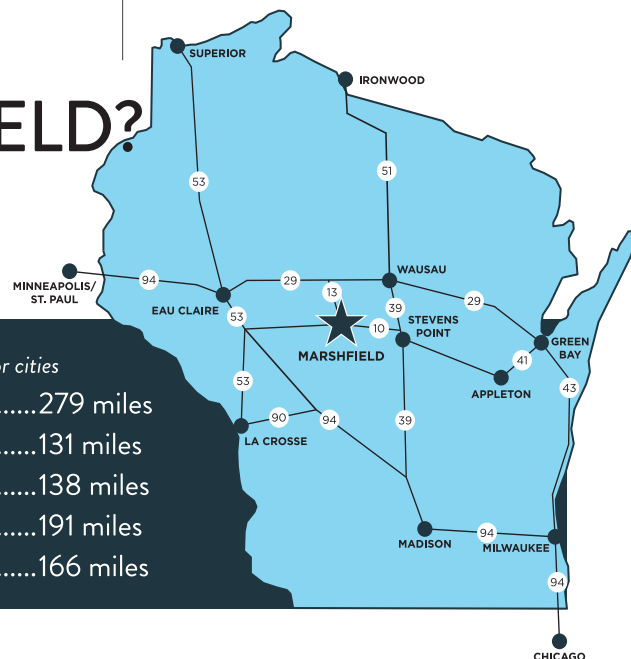
Marshfield welcomed thousands of visitors in 2023 at our hotels, restaurants, attractions, and shops. We want you to visit in 2024, enjoy Marshfield, and see what makes us "New."



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



Marshfield Towne Center

MARSHFIELD MADE NEW

In the heart of Wisconsin is a vibrant city just waiting for you to unplug and visit. Located in Central Wisconsin, Marshfield is well known, not only for its world-class health system, but for its rich history and welcoming community. Yet this only scratches the surface of what Marshfield has to offer visitors and locals alike!

Marshfield's roots date to the construction of a railway from Stevens Point to Lake Superior in 1872 when settlers choose the location as ideal for a supply depot. In time brothers Charles and William Upham came to the area to build a sawmill and led to the brothers expanding into additional industries of the area which preceded rapid growth in the railway town. Becoming the center of several train routes and industries, Marshfield came to be known as Hub City.

Fifteen years after the first settling of the area in 1887, a fire ignited by the sparks from a switch engine in the sawmill decimated a large swath of the city. The community rallied and rebuilt, this time using brick to avoid the possibility of another fire being able to spread so easily and quickly. Those same brick

storefronts line today's downtown shopping district where one can find a delightful variety of shops to explore including a bakery, record store, used bookstore, coffee shops, boutiques, antiques, restaurants, and even a guitar store in a beautifully renovated historic building!

Another deeply intertwined aspect of Marshfield's history is healthcare starting with St. Joseph's Hospital in 1890 beginning with only six beds and the Marshfield Clinic formed in 1916 by six doctors. For over a century, Marshfield Clinic Health System has provided quality care through innovation to rural communities and continues to strive towards creating healthy communities through accessible, affordable, and compassionate health care.

Explore the rich history of Marshfield through the Marshfield Historic District Walking Tour, by touring local museums such as the Upham Mansion and the Marshfield Heritage Museum. Visit local favorite destinations that celebrate the past while building towards an exciting future including the Wildwood Park & Zoo and the Marshfield Towne Center.

The Marshfield Towne Center has gone through many changes since it opened in 1979 as Northway Mall including a stint as Shoppes At Wood Ridge and enjoyed being known as "Your Place to Meet, Eat, and Shop in Marshfield!" In 2018 Marshfield Mall saw new management changes with plans of proposed layout changes that would assist in steering the mall into the future of retail. A few years later saw City Council approval to redevelop the existing structure with larger retail spaces that would have their own outdoor entrances as well as space for smaller interior shops.

This revitalization of the mall, now becoming the Marshfield Towne Center, includes exciting new stores Harbor Freight, Five Below and Ross Dress for Less. Don't forget the reestablished favorites World Buffet and Sports Scene and a new Hobby Lobby is currently under construction with opening planned for early 2024.

The Marshfield Towne Center is not the only area of Marshfield experiencing exciting business growth! Throughout the city visitors and locals can enjoy indoor fun at The Clubhaus golf simulator and sports bar or at The Grey Dog Axe Throwing that also features arcade games, darts, and pool. Enjoy an evening of live music at Hop & Grape while sampling a variety of beers and wines from local wineries to far flung breweries. Check out the new Dragon's Roost LLC or Oddities, Manga, and Games for die hard or casual hobby gamers. Family and children are able to enjoy a welcoming atmosphere to hang out and explore skill-building games. All of these exciting new businesses opened in 2023 and there is more in store for 2024 so be sure to visit Marshfield!





Hub City Days Car Show

CELEBRATING COMMUNITY SPIRIT: HUB CITY DAYS IN MARSHFIELD, WISCONSIN

Marshfield becomes a vibrant hub of excitement every summer as it hosts the beloved Hub City Days festival. Drawing over 10,000 visitors from far and wide, this annual extravaganza promises a weekend brimming with entertainment, excellent shopping, and unforgettable memories.

Hub City Days traces its roots back to the early 1980s, when a group of local business owners and community leaders came together with the vision of creating an event that would showcase the best of Downtown Marshfield. With each passing year Hub City Days has continued to evolve, offering an ever-expanding array of activities and entertainment options for attendees of all ages.



Classic Car Enthusiast's Paradise

Start your engines and rev up for the 600+ vehicle car show, where sleek classics, roaring hot rods, and vintage beauties take center stage. Auto aficionados can revel in the gleaming chrome and polished metal, soaking in the nostalgia that only these timeless treasures can evoke.

Retail Therapy and Culinary Delights

After ogling over the classic cars, indulge in a shopping spree through the boutique stores that line the streets. From fashion to artisan crafts, Marshfield's unique boutiques have something for everyone. And when you've worked up an appetite, tantalize your taste buds with culinary delights from the local eateries.

Live Music and Craft Beer

Feel the rhythm in the air as live music of local and regional bands resonates through the festival grounds. Head over to the beer garden for a refreshing brew, and if you're a beer connoisseur, don't miss the Hub City Brew Fest, a true celebration of local craft brews.

Family Fun Zone

Hub City Days has something for all ages. The Family Zone offers kiddie vehicles and games, ensuring hours of fun for the little ones. Meanwhile, local performances add an artistic flair to the festivities.

Surprise Celebrity Guests

Over the years, Hub City Days has even experienced celebrity sightings. Dennis Anderson, the iconic Grave Digger driver,

has graced the event with his presence, thrilling fans of monster truck madness.

Whether you're enjoying the music, savoring the local flavors, or simply basking in the friendly atmosphere, Hub City Days is a testament to the enduring spirit of this charming Wisconsin city. So, mark your calendars for the last weekend of July, the 26th through the 28th, and make your way to Marshfield for an unforgettable weekend of fun Hub City Days.



CENTRAL WISCONSIN STATE FAIR

AUGUST 20 - 25

Marshfield Fairgrounds

centralwisconsinstatefair.com

Relish delicious food, excellent music, energetic monster truck show and demo derby, entertaining rides and games, and a plethora of animal exhibits and fair contests.



DAIRYFEST

MAY 30 - JUNE 2

Throughout Marshfield

marshfieldchamber.com

Enjoy a fun-filled weekend from Picnic in the Park to the Dairy Breakfast to the Dairyfest Parade. Indulge in ice cream for breakfast and join us in celebrating all things dairy and agricultural.



MAPLE FALL FEST

SEPTEMBER 14 - 15

Wildwood Park & Zoo

visitmarshfield.com

Browse over 100 handmade arts & crafts vendors, sample different snacks and treats from the food court, enjoy a variety of family-friendly activities such as bounce houses, trampolines, and enjoy engaging entertainment.

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SUN. AUG. 25
2024

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State Fair

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715-387-1261 | centralwisconsinstatefair.com

Explore the Joy of the Rotary

WINTER WONDERLAND

in Marshfield, Wisconsin

As winter arrives, a truly magical transformation takes place in the heart of Central Wisconsin. The air becomes crisp, the streets adorned with twinkling lights, and the scent of hot cocoa wafts through the air. At the center of this magical season lies the Marshfield Rotary Winter Wonderland, an enchanting event that brings joy and holiday spirit to visitors of all ages.



For more information, visit us online @ visitmarshfield.com



ROTARY WINTER WONDERLAND

A Symphony of Lights and Creativity

The Rotary Winter Wonderland is an annual event that showcases the beauty of the winter season through a dazzling display of lights, creativity, and community engagement. Hosted by the Marshfield Rotary Club, the event not only captures the essence of the holidays but also serves as a platform for giving back to the community.

A Spectacle of Lights

At the core of the Rotary Winter Wonderland is its breathtaking holiday light display. The event boasts an expansive collection of illuminated scenes, ranging from classic holiday motifs to imaginative and whimsical designs. Visitors are greeted by a symphony of colors as they stroll through the pathways adorned with over 2 million twinkling lights. The lights create a sense of wonder and nostalgia, transporting attendees to a world of holiday magic.

Community Collaboration and Giving Back

What truly sets Rotary Winter Wonderland apart is its deep commitment to community involvement and philanthropy. The event is made possible through the collaborative efforts of volunteers, local businesses, and organizations that come together to create a spectacular experience. The Marshfield Rotary Club leverages this event to raise funds and collect non-perishable food for over two dozen area food banks.

Interactive and Festive Attractions

Beyond the mesmerizing light displays, the Rotary Winter Wonderland offers a host of interactive and festive attractions. Visitors can take part in activities such as horsedrawn carriage rides, visits with Santa Claus, and live entertainment. The event often features musical performances, showcasing local talents and adding to the festive atmosphere. Additionally, attendees have the opportunity to indulge in seasonal treats like hot cider, hot cocoa, and more.



A Tradition of Togetherness

For many residents of Marshfield and visitors from all over the state, the Rotary Winter Wonderland has become a cherished holiday tradition. Families and friends gather to create lasting memories against the backdrop of illuminated splendor. The event serves as a unifying force, bringing the community together to celebrate the joys of the season and strengthen bonds.

Plan Your Visit

If you're considering a visit to the Rotary Winter Wonderland in Marshfield, Wisconsin, there are a few things to keep in mind. The event runs from 5pm to 9pm seven days a week from the last weekend of November to the last day of December to align with the holiday season. Be sure to check visitmarshfield.com for more information and any updates on attractions and activities.

In Conclusion

The Rotary Winter Wonderland in Marshfield, Wisconsin, is a testament to the power of community, creativity, and giving. Its breathtaking light displays, interactive attractions, and commitment to philanthropy make it a must-visit destination during the winter months. As you stroll through the twinkling pathways, surrounded by the warmth of the season and the company of loved ones, you'll undoubtedly be swept up in the enchantment of this remarkable event.



TOP 6 THINGS TO DO



The Grey Dog Axe Throwing

THE GREY DOG AXE THROWING

715-207-0747 / thegreydogaxe.com

113 E. 4th Street, Marshfield, WI

Experience the exhilarating rush of indoor axe throwing at The Grey Dog Axe Throwing. Test out your lumberjack skills as you swing, throw, and aim for the bullseye! Enjoy alcoholic or non-alcoholic drinks while throwing and fill your evening with more fun playing arcade games!

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 home 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 top-rated custom designed rooms!



CLUBHAUS INDOOR GOLF

715-207-0478 / clubhausmarshfield.com

1213 S. Central Avenue, Marshfield, WI

The Clubhaus features four Uneekor simulators with a range of different games to play. You can practice with every club in your bag, from your new driver to the ol' flatstick! Enjoy a casual, friendly place to play golf while spending time with friends and family with a full bar, pizzas, and the best indoor Bev Cart team in Central Wisconsin.

VANDEHEY WATERS OUTDOOR AQUATIC CENTER

715-384-4642 / visitmarshfield.com

1900 S. Central Avenue, Marshfield, WI

This 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.

TOP 6 THINGS TO SEE

THINGS TO SEE



The World's Largest Round Barn

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.

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.

MARSHFIELD HERITAGE MUSEUM

715-387-5867 / marshfieldmuseum.com

2nd Street Community Center, Lower Level

211 E. 2nd Street, Marshfield, WI

The History of Marshfield and the Lest We Forget Military exhibitions are open. Learn from the battlefield dioramas, stories, and artifacts from Marshfield's history. Enjoy the new accessible audio tour using QR codes to be scanned with your smartphone.

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!

WENZEL FAMILY PLAZA

715-384-4642 / 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.

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.

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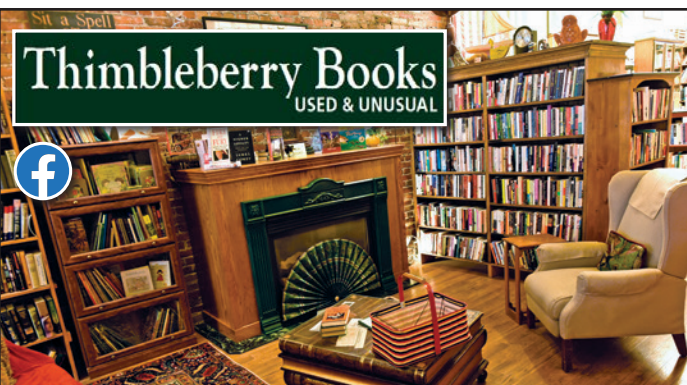
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Jurustic Park

JURUSTIC PARK

Close to the center of Wisconsin is one of the most unique roadside attractions that is well worth a visit. Using reclaimed scrap metal to weld quirky creatures, creator Clyde Wynia has filled Jurustic Park with wonder and whimsy.

The park is nestled next to the McMillan Marsh Wildlife Area just north of Marshfield, and walking through the sculpture park in any season will leave visitors with a sense of wonder. As visitors wander the winding paths they will encounter a variety of creatures ranging from small critters resembling bugs, frogs, or cats to enormous breathtaking beasts that bring to mind dragons or dinosaurs to various imaginative creations that defy description - you just have to see it!

Many of the sculptures feature humorous informational cards, but the real joy is a tour led by the clever creator himself. As Clyde

will have visitors believe, he is an amateur paleontologist excavating the remains of extinct creatures that inhabited the local marsh during the Iron Age. He narrates his tours with wry humor that will earn a smile from kids of all ages and truly brings the park to life.





The park is usually open most of the spring, summer, and fall from 10am-4:30pm. There is no admission charge to the public, but a fee is charged for guided group tours. Group tours are available by

appointment. When visiting, be sure to wear comfortable shoes for walking and bring a camera to capture the enchanting moments.

Before leaving, visitors will want to be sure to stop into the Hobbit House where Clyde's wife, Nancy, creates and sells beautiful hand-blown glass jewelry. And if that isn't enough, more of Clyde's creations can be found throughout nearby Marshfield due to years of donations to local organizations and businesses. Check out the Downtown Jurustic Trail for an easy walk in the heart of Marshfield filled with more fun!

Jurustic Park is a hidden gem filled with the spectacular. Clyde Wynia's remarkable metal sculptures transport visitors to another world of imagination and joy. Whether you're an art lover or a nature seeker, Jurustic Park promises an unforgettable experience that will leave you with an appreciation for the creative spirit of one man's vision.

 <p>Destination Center</p>	<p>YOUR PARTY RENTAL HEADQUARTERS!</p> <p>From Backyard Parties to Corporate Events</p>	
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Jurustic Park



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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. 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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715-384-7777

900 S. Central Avenue, Marshfield, WI

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715-384-6550

551 S. Central Avenue, Marshfield, WI

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CENTRAL WISCONSIN AIRPORT

715-693-2147

100 CWA Drive, Mosinee, WI

MARSHFIELD MUNICIPAL AIRPORT

715-389-9385

400 W. 29th Street, Marshfield, WI

FOR MORE INFORMATION

GO TO OUR WEBSITE:

VISITMARSHFIELD.COM

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www.gooddaysunshinerecordshop.com

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POWERS BLUFF BLUFF-TO-BLUFF RACE: A THRILLING ADVENTURE THROUGH NATURE’S BEAUTY

A hidden gem for nature enthusiasts and outdoor adventurers alike is Powers Bluff County Park located less than 15 miles south of Marshfield. Each year, this picturesque landscape becomes the backdrop for an exhilarating cycling event, the Bluff-to-Bluff Road Race. This race is not just a test of physical endurance but also a celebration of the breathtaking beauty of the region.

Powers Bluff is a worn down peak of an ancient mountain range which once covered northern Wisconsin. It is comprised almost entirely of solid quartzite and is the highest point of elevation in Wood County. The beauty of this park is truly remarkable, making it an ideal location for an outdoor race.

The Bluff-to-Bluff Race is a challenging and awe-inspiring event that draws participants from all over the world. Cyclists of all skill levels, from novices to seasoned athletes, come together to experience the thrill of racing across the unique terrain of Powers Bluff and the surrounding areas.

The event features two races; a 50-mile race that starts and finishes on the top of Powers Bluff Recreational Area, and the 25-mile “One Bluffs Enough” road race option. The race usually has about 100 participants and many more family, friends, and supporting assistants in attendance. All ages are welcome to participate, and



support each other along the way. The atmosphere is one of mutual respect and a shared love for nature and biking.

The Powers Bluff Bluff-to-Bluff Race is not only an exciting event for participants but also a boon for the local community. It brings in visitors and participants who often stay in nearby accommodations, dine at local restaurants, and explore the region. This boosts the local economy and creates a positive impact that extends beyond race day.

The organizers of the race are committed to preserving the natural beauty of the area. They work closely with environmental organizations and park authorities to

experienced road racer or someone looking to experience the thrill of a race for the first time, this event offers something for everyone. The race is held each August, look for the specific event date and more at visitmarshfield.com and get ready to embark on a memorable journey through the geological wonder of Powers Bluff.



there are many categories for participants to win medals in. Locals, greater area Wisconsinites, and even cycling teams from as far as the Caribbean come to participate in this “trail-breaking” event.

One of the standout features of the Bluff-to-Bluff Race is the strong sense of community and camaraderie among participants. While the competition is fierce, competitors also encourage and

ensure the race has minimal impact on the ecosystem. Cyclists are encouraged to respect the park’s flora and fauna and leave no trace behind.

The Powers Bluff Bluff-to-Bluff Race is more than just a competition; it’s an opportunity to connect with nature, challenge oneself, and become part of a supportive and inclusive cycling community. Whether you’re an

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Powers Bluff County 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?

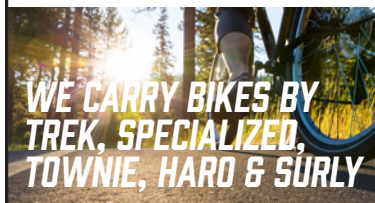
Central Wisconsin has an abundance of outdoor recreation options, whether you're visiting just for the day or staying longer. Get out in nature and check out the best offerings in outdoor recreation, such as: natural wildlife areas, refreshing lakes, multi-use county parks,

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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www.thesportsden.net

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EXPLORE WOOD COUNTY PARKS

GEORGE W. MEAD WILDLIFE AREA

201517 County Highway S, 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

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.

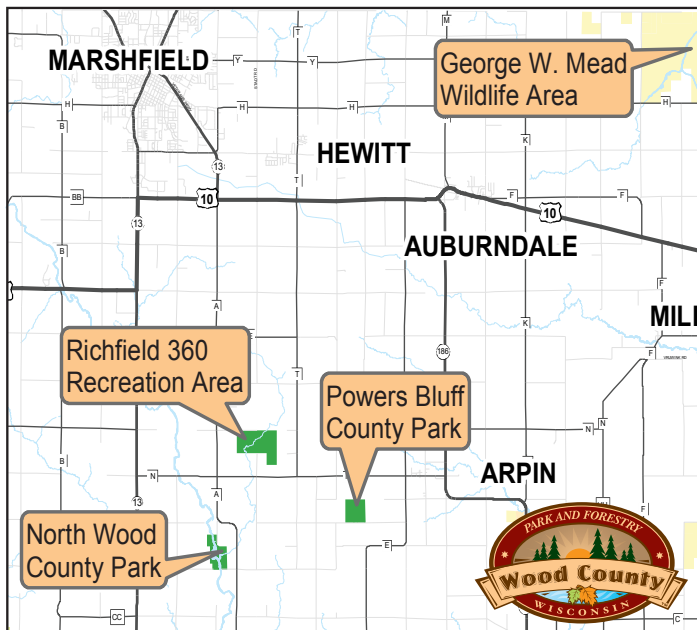
POWERS BLUFF COUNTY PARK

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.



Powers Bluff County Park



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VisitPittsvilleWI.com



Wildwood Park & Zoo

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Disc Golf Courses

Braem Park

905 N. Cedar Avenue, Marshfield, WI

North Wood County Park

7500 Park Lane, Arpin, WI

Schuster Park

511 E. Division Street, Neillsville, WI

WORK OUT

Marshfield Clinic Health System YMCA

715-387-4900 / mfldymca.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

CATCH SOME AIR

Marshfield Skate Park

715-384-4642

905 N. Cedar Avenue, Marshfield, WI

PLAY FETCH

Paws 'N Play Dog Park

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

TAKE A SWING

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

HAPPY TRAILS

WILDWOOD

CONNECTOR TRAIL ①

The Wildwood Connector Trail (seen in yellow on the map to the right) is the most recent 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 Gries Park, 1001 E. 29th Street, the trail is 3/4-mile long, 8' wide, asphalt surface.

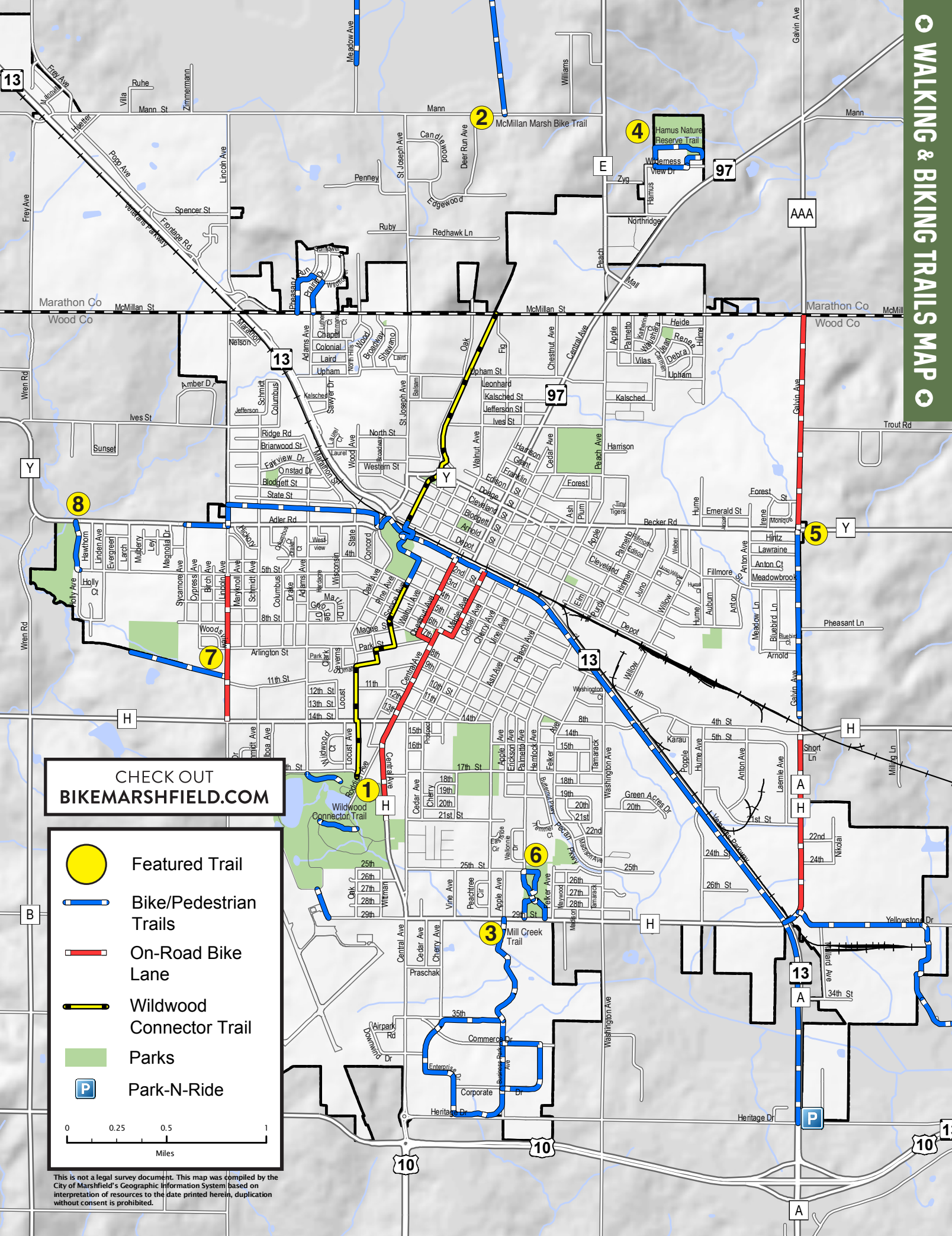
UW ARBORETUM

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.



CHECK OUT
BIKEMARSHFIELD.COM



Featured Trail



Bike/Pedestrian
Trails



On-Road Bike
Lane



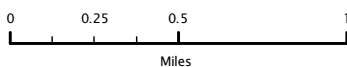
Wildwood
Connector Trail



Parks



Park-N-Ride



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.

City of Marshfield Opens Streets to UTV/ATV Trend

Author, Power Pac Equipment & Motorsports

UTV and ATV trail riding continues to be one of the hottest outdoor trends and doesn't show signs of slowing. Research has shown that towns and cities that cater to the trend reap economic benefits. With this in mind, the City of Marshfield has jumped on the bandwagon to piggyback on what neighboring communities have started.

WHAT'S NEW: In April, the City of Marshfield opened select streets to ATV/UTV use demonstrating their support for the vision that routes bring dollars to local businesses.

"The economic impact of making a town rider-friendly is huge, and we've seen it work in other similar municipalities," says Mandy Witt, co-owner, Power Pac. "A major benefit of the Marshfield is that they connect to mainline routes from outside the area. This gives local businesses the opportunity to access an untapped resource for profit – profit that will stay and be spent in this area. It's a big step in the right direction for economic development and we applaud the city and Tom Turchi for seeing the vision."

These new routes follow on the heels of a few very productive years for making Wood County rider-friendly:

- In early 2022, Wood County opened a majority of county highways to UTV and ATV use (unless a township objected or traffic levels prohibited it).

- In 2019, nearly 75 miles of new UTV/ATV routes were opened in addition to new ATV/UTV campsites in Pittsville's Dexter Park.

- More than \$400,000 in grants that funded route and trail maintenance was also awarded to the county.

- In addition to these 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 donated the road signs for these routes.

"The new routes 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."

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 untapped group of visitors and consumers."

Want to ride the streets but don't know the regulations or need a map? [Check out Power Pac's website by scanning the QR code below:](#)



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?

Power Pac has experts with years of experience ready to help.

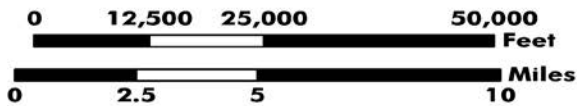


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WOOD COUNTY ATV ROUTE /TRAIL SYSTEM

Scale: 1:240,000



Trail Heads

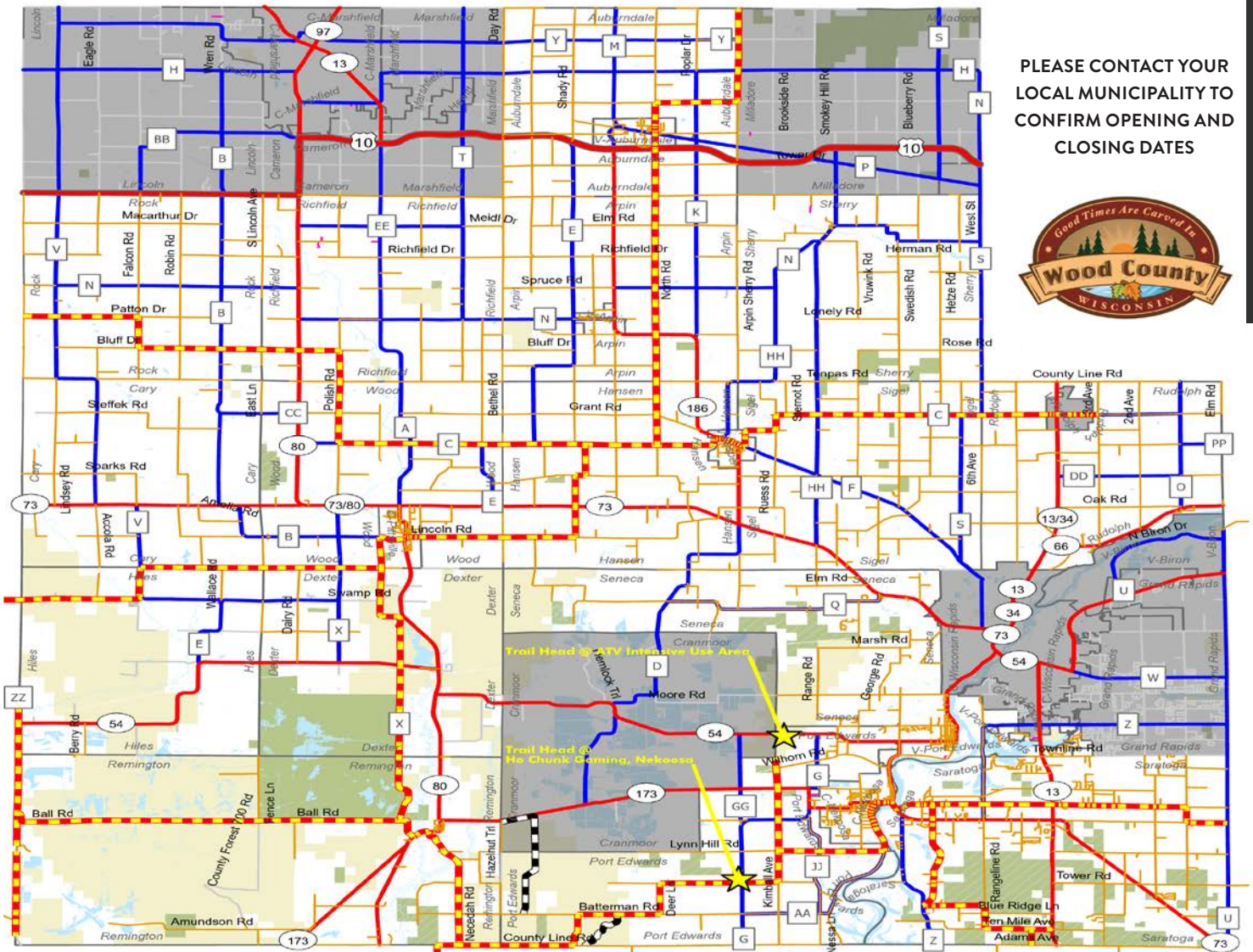
Mainline Route

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 or for more information go to visitmarshfield.com**



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 across Wisconsin and Michigan's Upper Peninsula; 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
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marshfieldclinic.org



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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

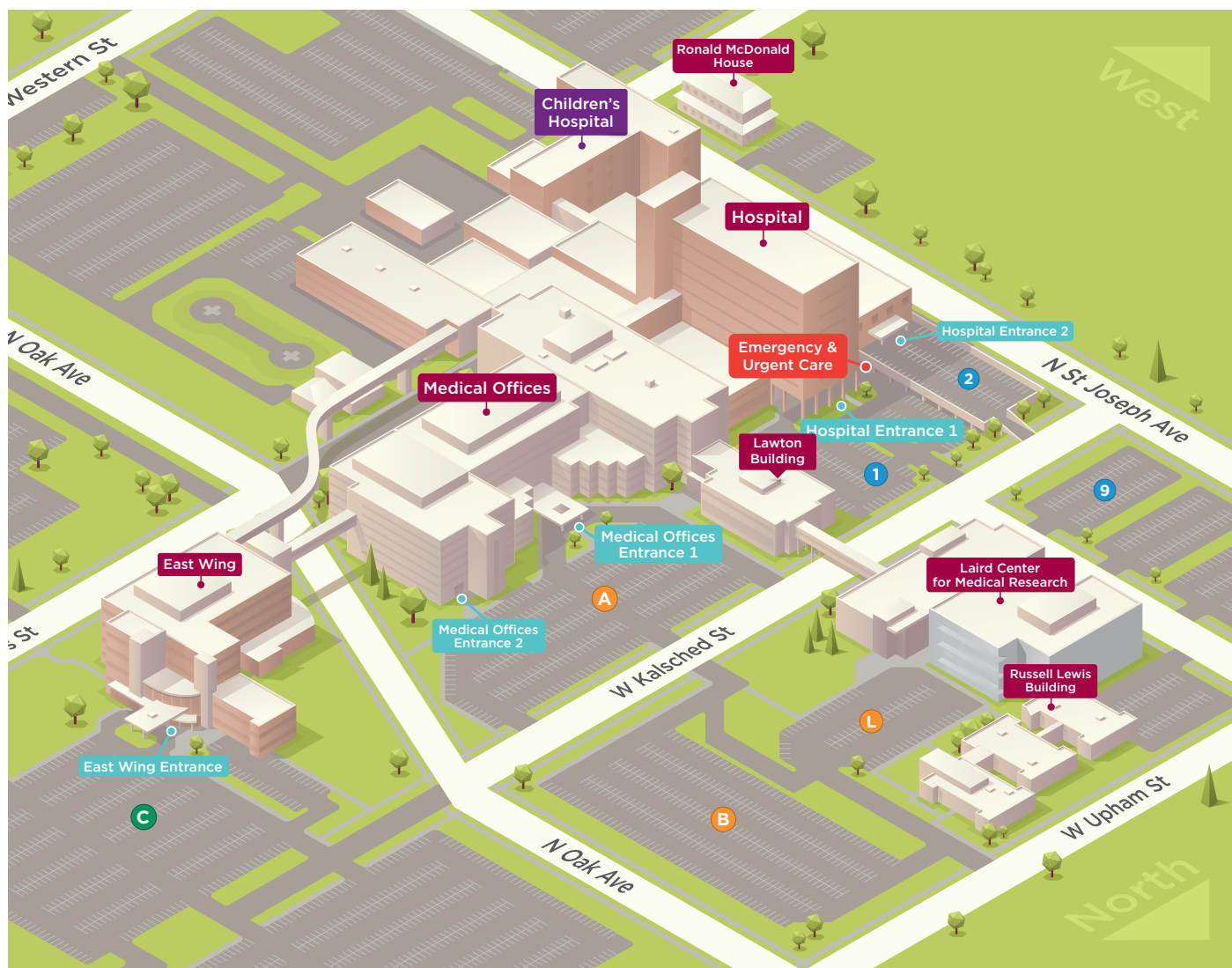


Marshfield Clinic Health System

VISITMARSHFIELD.COM | 25

Marshfield Campus

marshfieldclinic.org



Marshfield Medical Center (Medical Offices)

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Urgent Care

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Marshfield Medical Center (Hospital)

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Fax: 715.687.4441

SPENCER
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P.O. Box 137
Spencer, WI 54479
715.659.2430
Fax: 715.659.5455

www.partnersbankwi.com



CITY MAP ^{OF} MARSHFIELD



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. Griese Park

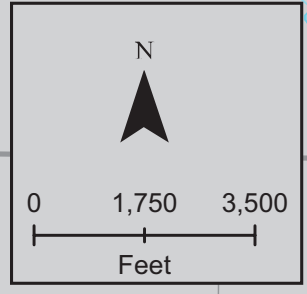
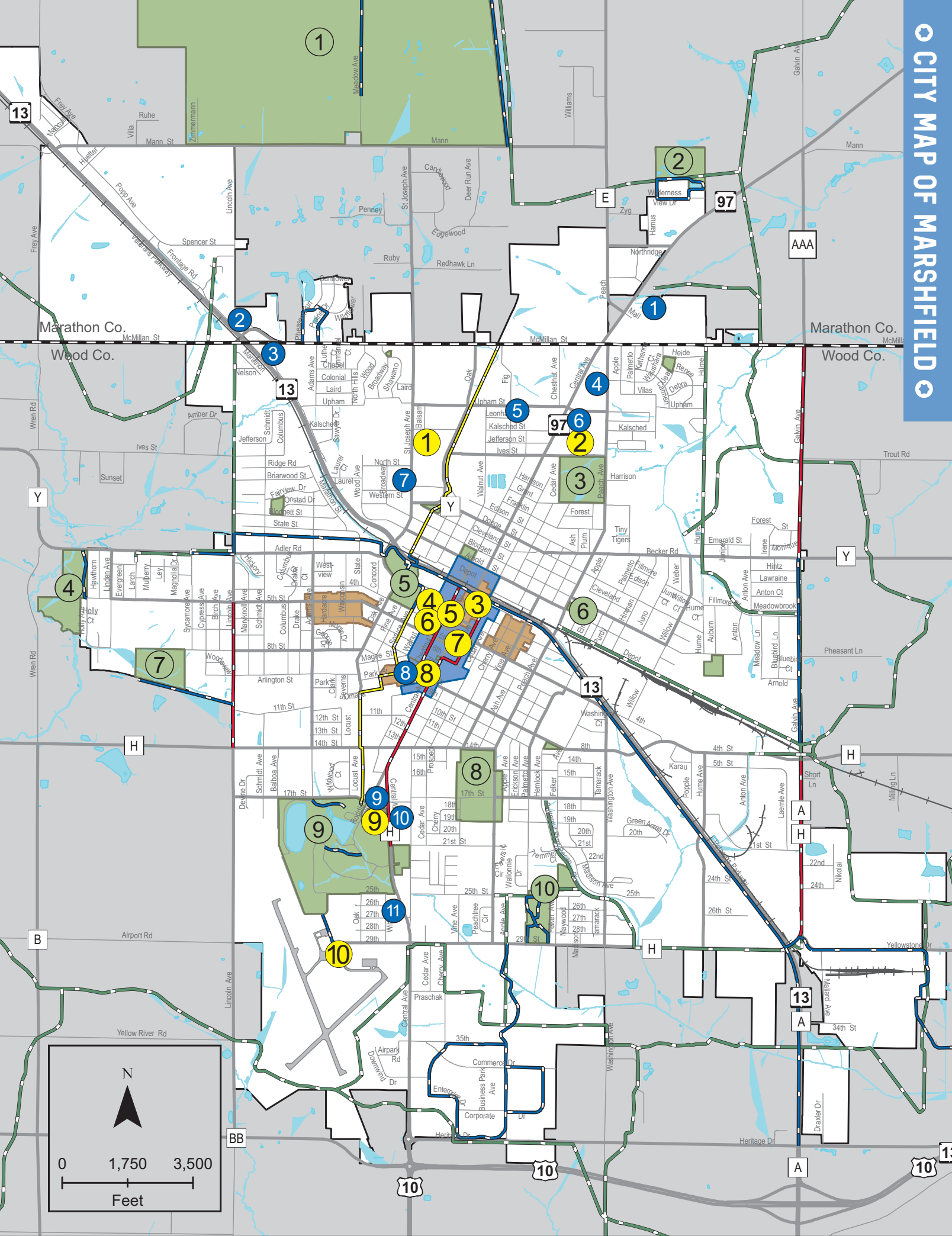
POINTS OF INTEREST

1. Marshfield Medical Center
& New Visions Gallery
2. Marshfield Towne Center
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. AmericInn by Wyndham
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>RegionalLinework</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																	⦿	⦿													
	Griese 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			⦿								⦿	⦿				⦿											⦿				





Munsey & Boda - Kodiak Bears

WILDWOOD PARK & ZOO

Wildwood Park & Zoo has been a beloved destination for generations of residents and visitors alike. This picturesque area has a rich history dating back to the early 20th century. With its scenic beauty, diverse wildlife, and community involvement, Wildwood Park & Zoo has become an integral part of Marshfield's cultural heritage.

The land that the Wildwood Park & Zoo now occupies was originally dense woods and logged by the workers for prominent local brothers, Charles M. and William H. Upham. The Wildwood Connector Trail running north from the park through the heart of town marks the original path of the railroad tracks that the brother had placed to transport wood from the forest to the mill at the center of town. William eventually decided to establish a power plant and water works station in the area of the to-be Wildwood Park which was attained by the city in 1904, along with 120 acres of surrounding land.

About the time of the city's purchase of the power plant, several utility workers befriended and started to care for two black bears. But by 1910, due to public concerns regarding the welfare of the bears, care was transferred to Mayor Robert Connor who built an enclosure for the bears.

Meanwhile Upham Woods continued to see development when the Eagles Club took out a 10-year lease from the city to create walkways and build benches. Eventually the Eagles Club also built the 60-by-120-foot pavilion designed to

be used as a dance hall and auditorium. Interest in the park grew with the Women's Club who suggest the name "Wildwood Park" in 1923.

The mayor's bears took up permanent residence at the park in 1928 along with two raccoons and in 1929 the city began development for an official zoo. The city acquired two deer in 1930 and at the same time the manager of J.C. Penney, F.M. Follendorf, started obtaining a variety of birds including Mongolian pheasants,



white king pigeons, and peafowl to be later housed at the zoo. By July 27, 1930, the zoo was officially dedicated by the city of Marshfield.

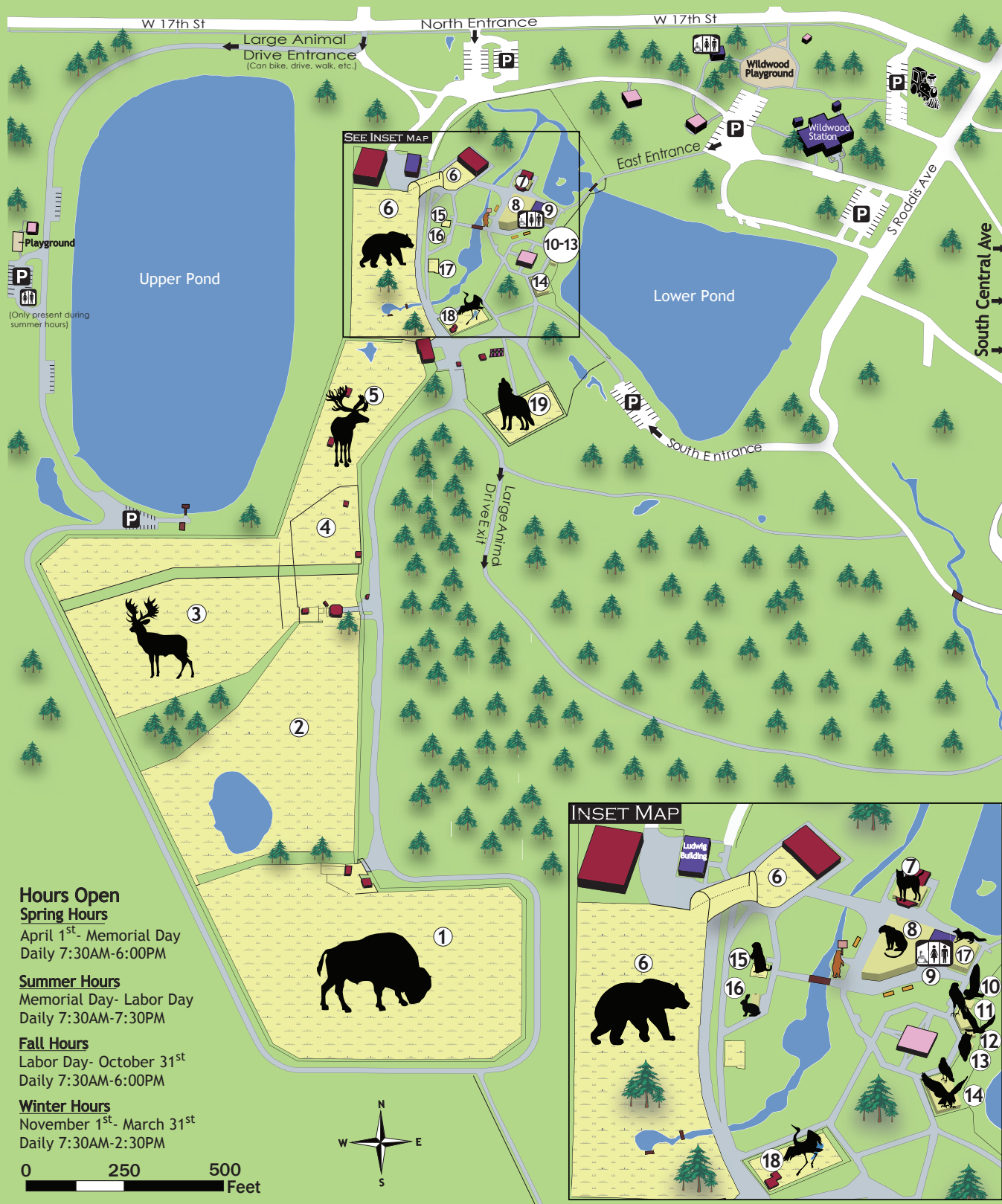
Wildwood Park & Zoo's success has always been intertwined with the support of the Marshfield community with a variety of animals over the years including many from around the world such as zebras and gibbons. Volunteers and local organizations played a crucial role in its development and maintenance over the years and in the

1970s, the Wildwood Zoological Society was formed to support the zoo financially and promote its educational mission.

Wildwood Park & Zoo has always been committed to education. Over the years, it has introduced various educational programs, including school tours, workshops, and wildlife conservation initiatives. Even including Sensory Gardens which include a wide variety of flowering and non-flowering plants designed to encourage visitors to experience the senses of sight, sound, smell, and touch. The zoo's dedicated staff and volunteers work tirelessly to provide informative and engaging experiences for visitors of all ages.

In the fall of 2019, the Welcome Center was opened with features that include an interactive water table and electricity model and additional exhibits including snakes, lizards, turtles, salamanders, and honeybees. In addition to the Welcome Center, the Zoo has seen many recent updates from a new, larger, exhibit for the two cougars acquired in 2008, an expansion of the bear exhibit including an enclosed walkway arching over the visitor walking path to house Kodiak bears acquired in 2015, and the remodel of the old cougar exhibit into a new exhibit for the foxes.

As we celebrate its storied history, we recognize that Wildwood Park & Zoo is not just a destination but a living testament to the power of community, education, and the enduring love for the natural world. It stands as a testament to the beauty of the wild, right in the heart of Marshfield, Wisconsin.



Large Animal Drive Hours

Daily: 6:00AM-10:30PM

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Exhibits

1 American Bison

2 Pasture Rotation Field

3 White Tail Deer

4 Future Home

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 Rabbit

17 Fox

18 Sandhill Crane

19 Wolf (Timber/Gray)

Cartographer Anna Khan

Created 5/30/2019

City of Marshfield Public Works GIS

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



Wenzel Family Plaza

A COMMUNITY OASIS RIGHT DOWNTOWN

Wenzel Family Plaza stands as a shining example of community unity and urban revitalization. This charming public space has become a beloved gathering spot for residents and visitors alike, offering a place to relax, play, and connect. With its dedication to promoting community togetherness, the Wenzel Family Plaza is a cherished gem that has revitalized the city center.



The story of the Wenzel Family Plaza begins with the vision of local business leaders and community members who wanted to breathe new life into Marshfield's city center. In 2013, a dedicated group of volunteers, led by the Forward Marshfield organization, initiated a campaign to provide a downtown green space for residents and visitors alike. The project garnered widespread support from the community, and the Wenzel Family Plaza was born.

The plaza opened in the summer of 2018 and was named in honor of the

Wenzel family, who made significant contributions to Marshfield over the years. Their commitment, and that of many other members of the community, played a pivotal role in bringing this dream to life.

Just off Central Avenue, this event packed plaza has something for everyone. Programmed year-round with live music, art events, holiday festivities and much more, the Wenzel Family Plaza is a great space to meet with friends or bring your family. Enjoy bands from all over the United States at the award-winning Hub City Concert Series every Friday in June and July. With food trucks, plenty of space to lay out a blanket, you can take in music, play a round of cornhole and enjoy spending time in Marshfield's downtown district.

The plaza is also a great destination to cool off during the hot Summer days. Bring the kids to play in the water feature free of charge. Throw a frisbee, enjoy a picnic or catch up on a book in the grassy areas located around the plaza.

Activities keep going during the Winter months. Santa and his reindeer make a yearly appearance and you can bring your Santa letters and drop them in our very own North Pole mailbox. Lace up your ice skates and enjoy the intimate ice-skating rink while taking in the festive decorations for the Holiday season. You can shake your Winter blues during February Cabin Fever month with many activities happening at the Wenzel Family Plaza and other locations around Marshfield.

Conveniently located close to many shops and restaurants, Wenzel Family Plaza is the ideal location to take part in a downtown Marshfield experience!




The Wenzel Family Plaza is a shining example of what a dedicated community can achieve when it comes together with a common vision. It has breathed new life into the city center, providing a space for residents to gather, play, and connect with their neighbors. With its rich history, commitment to community engagement, and beautiful design, the plaza is a cherished oasis in the heart of Marshfield—a place that reflects the city's vibrant spirit and its dedication to bringing people together.

YEAR-ROUND FUN

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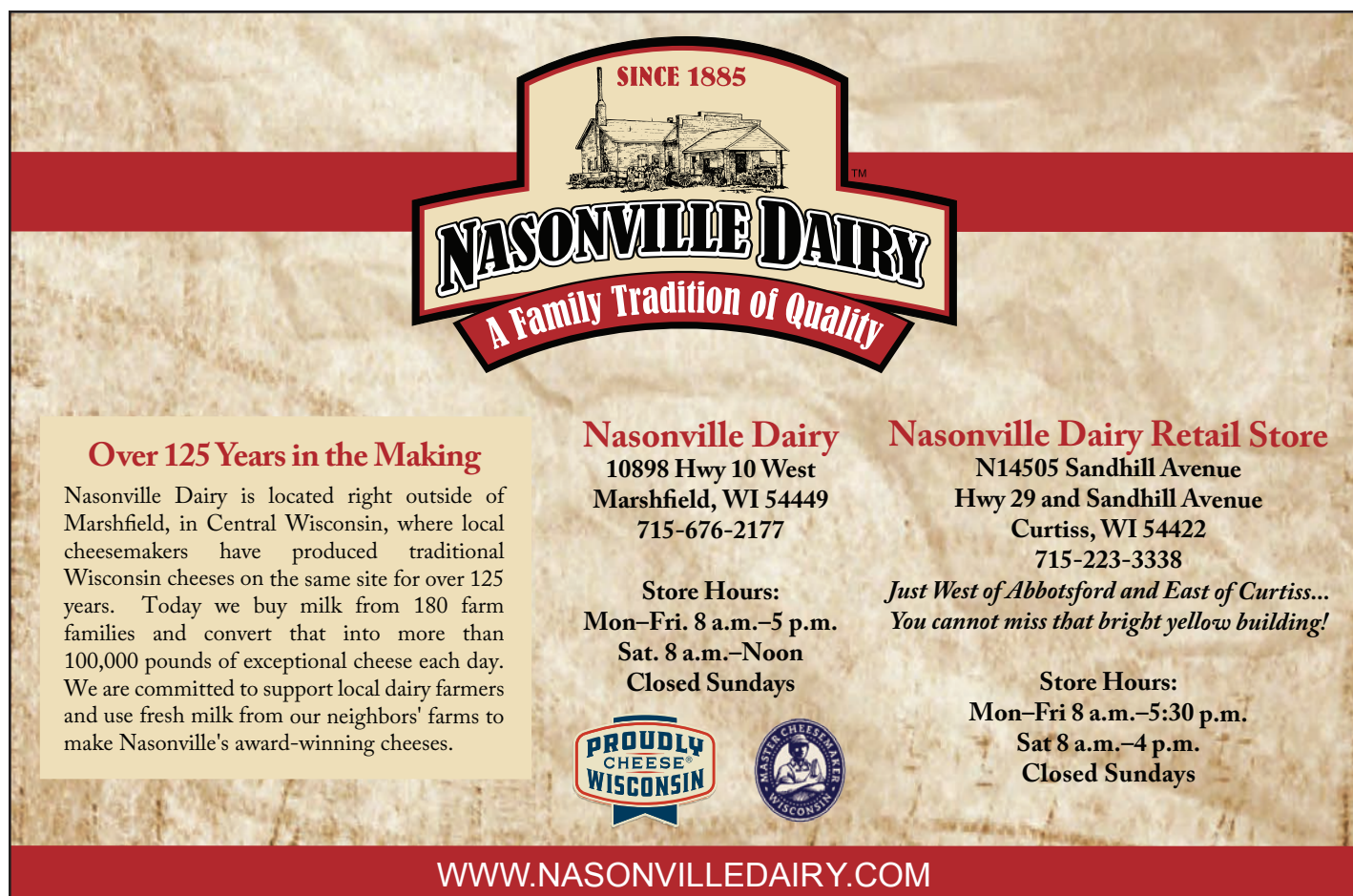


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DISCOVER THE CHARM OF MARSHFIELD, WISCONSIN: YOUR ULTIMATE RELOCATION GUIDE

Relocating to a new city can be both exciting and daunting, but when you choose Marshfield, as your destination, you're in for a treat. Nestled in the heart of the Dairy State, Marshfield offers a unique blend of small-town charm, natural beauty, and a welcoming community. Whether you're moving for work, family, or simply seeking a change of scenery, Marshfield has something for everyone. In this comprehensive relocation guide, we'll take you through all you need to know to make your move to Marshfield a smooth and enjoyable transition.

THE BASICS OF MARSHFIELD

Marshfield is located in central Wisconsin, about 55 miles southwest of Wausau and 130 miles northwest of Milwaukee. It's known for its picturesque landscapes, friendly residents, and a strong sense of community. With a population of around 20,000 people, Marshfield offers a perfect blend of small-town living with access to urban amenities.



HOUSING MARKET

Marshfield's housing market provides a variety of options, from historic homes with character to modern apartments and suburban houses. The cost of living in Marshfield is relatively affordable, making homeownership more accessible.

EDUCATION

For families, Marshfield is home to excellent schools, including Marshfield High School and several elementary and middle schools, all ranking in the top 20% of public schools in Wisconsin. Additionally, the city boasts Marshfield Clinic Health System and Marshfield Medical center, providing top-notch healthcare facilities for kids and families alike.

EMPLOYMENT OPPORTUNITIES

Marshfield is known for its thriving healthcare industry, with the Marshfield Clinic Health System being one of the area's largest employers. Other industries, including manufacturing, trucking, and agriculture, also play a significant role in the local economy. Job opportunities are available in various sectors, making it a great place to advance your career.

RECREATION AND OUTDOOR ACTIVITIES

Marshfield is surrounded by the natural beauty of Central Wisconsin, offering endless opportunities for outdoor enthusiasts. You can explore nearby parks, hike along the Ice Age Trail, and bike on countless trails in the area. In the winter, enjoy snowmobiling, cross-country skiing, snowshoeing, curling and ice skating to name a few activities.

CULTURE AND COMMUNITY

Marshfield embraces its cultural heritage through events like Dairyfest, Hub City Days, Central WI State Fair, and Maple Fall Fest. The community is welcoming and close-knit, with numerous local organizations and clubs that allow you to get involved and make new friends.

DINING AND ENTERTAINMENT

Marshfield offers a range of dining options, from classic Wisconsin supper clubs to international cuisine. The city has a vibrant arts & music scene, including free outdoor concerts, theaters and galleries, providing entertainment for all tastes.

TRANSPORTATION

Marshfield is well-connected by road, with easy access to Interstates 29 & 39 as well as Highway 10. The Central Wisconsin Airport, located about a 45 minute drive away, provides domestic flight options.

WEATHER

Be prepared for distinct seasons in Marshfield. Winters can be cold and snowy, while summers are warm and pleasant. Residents embrace the changing seasons, taking advantage of outdoor activities throughout the year.

SAFETY AND COMMUNITY SERVICES

Marshfield prides itself on its safety and community services. The city has a low crime rate, and emergency services are readily available.



Relocating to Marshfield, can be a life-changing experience. The city offers a high quality of life, a strong sense of community, and numerous opportunities for personal and professional growth. Whether you're seeking a tranquil place to raise a family or a welcoming community to start a new chapter, Marshfield has everything you need. Embrace the charm of this beautiful city, and you'll quickly find yourself at home in the heart of Wisconsin.

FAMILY BIKE DAY

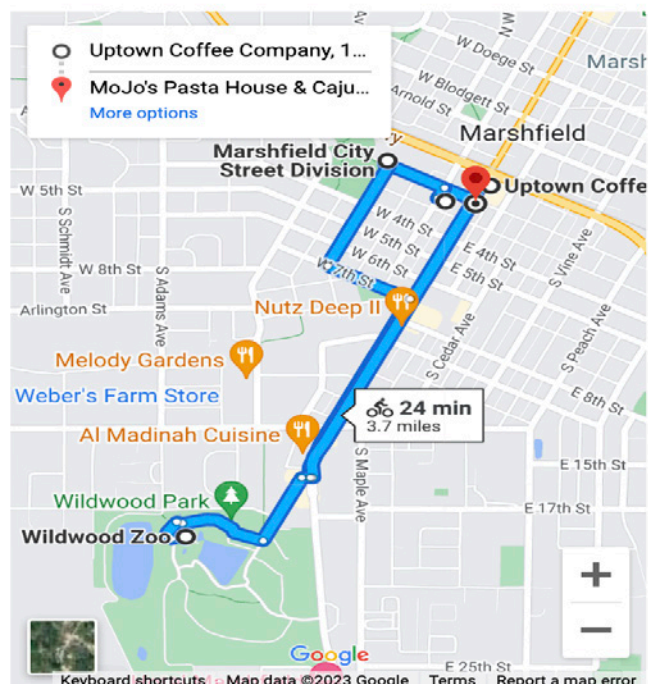


FIND FUN EXPERIENCES FROM REAL VISITORS
ON OUR WEBSITE IN THE LOCAL ADVENTURES
SECTION: [VISITMARSHFIELD.COM/ADVENTURES](https://visitmarshfield.com/adventures)

What to Bring

- ☐ Bikes
- ☐ Helmets
- ☐ Money
- ☐ Swim Suits

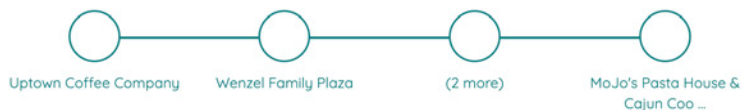
- Full Day
- < 10 Miles
- 5 Stops



WHAT TO EXPECT

This is a great day full of biking, stops for the whole family, some incredible coffee, and some of the best food! This is a great family option if you want to do some biking and exploring but still want plenty of fun stuff for the kiddos to do. The biking distance is short enough to be completed by younger children, as well as plenty of option fun stops along the way to break up the ride even more if needed.

Destinations



ABOUT RACHEL The Kuzicki Adventures

Hi! My name is Rachel.

My husband, Kyle, and I are both Wisconsin Northwoods natives, but moved out to the PNW for a handful of years where we fell in love with adventure. When we moved

back to the Midwest (Madison, WI area now), we wanted to continue those adventures and show others that even though there may not be mountains or an ocean nearby, there's still plenty of exploring to be done. You can pretty much always find us out hiking, backpacking, canoeing on our canoe named Lou, fishing, and camping.

We welcomed our first little babe into the world in June, 2021. Since then, we've made it a goal of ours to continue our adventures, while sharing helpful tips, tricks, locations for family friendly places. We never wanted children to be an excuse for no longer traveling, so instead, we've looked forward to helping other families see how fun exploring with kids can be. You'll still find us out doing all the things we did before, plus more!

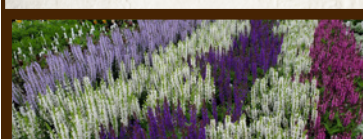


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BEST OF MARSHFIELD

2023

The Best of Marshfield Poll, voted on by the public, is an annual guide to the best offerings in Marshfield and the surrounding area. The poll is conducted each year with thousands of entries! Winners receive plaques and bragging rights for the year.

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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 **HOTEL RESTAURANT**



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Food trucks have revolutionized the culinary landscape, offering a diverse and convenient dining experience. These mobile kitchens traverse city streets, parks, and events, bringing a plethora of tastes to the masses. From artisanal sandwiches to favorite festival flavors to gourmet desserts, food trucks showcase culinary creativity on wheels. They cater to diverse tastes and dietary preferences, providing a quick and affordable alternative to traditional restaurants. The vibrant and eclectic atmosphere around food truck gatherings adds to the appeal, fostering a sense of community. Go to visitmarshfield.com for details on when and where to find local food trucks during the warmer seasons.

Stone Press Food Truck brings exotic and new cuisine right to Marshfield with paninis inspired by recipes from the world. Try something familiar, but with a twist from Kambrey's Mobile Restaurant menu of comfort foods or stop by their truck on a Gluten-Free Friday! Another local favorite is Razor J's variety of flavors from kettle corn and roasted almonds to burgers and cheese curds. Round out your meal with delicious baked treats made from scratch from Kat's Sweet Escape. Don't miss out on these casual and unique dining experiences while enjoying the many other local attractions.

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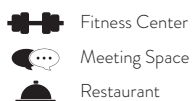
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sacredheartmarshfield.org

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www.stjohnsmarshfield.org

St. Pauls United Church of Christ

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trinitymarshfield.org
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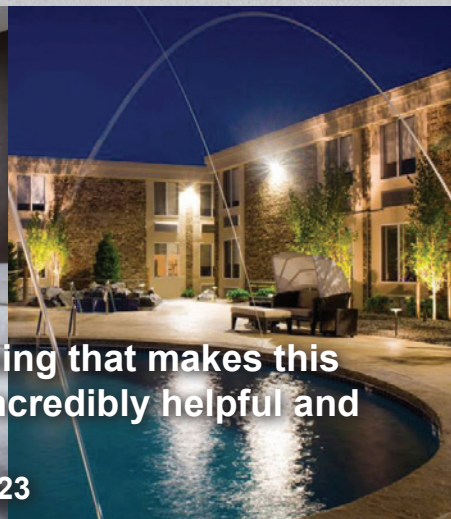
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