

2025 OFFICIAL VISITORS GUIDE

MARSHFIELD

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WHAT'S INSIDE?

4 WELCOME TO MARSHFIELD

A welcome from Visit Marshfield Executive Director Matt McLean

5 LOST IN THE CLOUDS AND DOWN TO EARTH: A WEEKEND OF FUN

Don't miss out on a fun-filled weekend of hot air balloons, trucks, and tractors

6 DAIRYFEST

Celebrate all things dairy, agriculture, and more with fun-filled activities

8 A BARN LIKE NO OTHER

Learn all about the World's Largest Round Barn located right in Marshfield

10 TOP THINGS TO DO & SEE

Top places to visit to make your trip memorable

12 A WALK THROUGH HISTORY

History comes to life through engaging & interactive exhibits at the Marshfield Heritage Museum

14 MARSHFIELD BIKESHARE

Bike Marshfield's downtown and nearby trails easily using Marshfield Bikeshare

15 TRANSPORTATION

Ride, drive, or fly - how to get around

16 WINTER ADVENTURES

Find endless family fun during the winter months

17 PLAY OUTDOORS

A sneak peak of what it's like to play outside in Central Wisconsin

18 WOOD COUNTY PARKS

Celebrate 90 years of exploring the natural wonders of Wood County Parks

20 SPORTS & TRAILS

Are you sporty, outdoorsy, or both? See our city trails map!

22 RELOCATION

Moving? Check out the many reasons Marshfield is a great place to live

23 ATV ROUTES & TRAIL MAP

24 MARSHFIELD CLINIC HEALTH SYSTEM

Our healthcare system enriches lives for generations. See the Medical Center campus map.

28 CITY MAP OF MARSHFIELD

Points of interest, park information, and hotel/motel accommodations

30 MAPLE FALL FEST

Time-honored traditions three decades in the making

31 WILDWOOD ZOO MAP

33 YEAR-ROUND FUN

Weather-proof activities for the young and young at heart

34 VISITORS' FAVORITES

One-of-a-kind gifts await you at our eclectic downtown shops

36 DOWNTOWN JURUSTIC TRAIL

Discover a whimsical walking trail of rusted art through downtown

38 BEST OF MARSHFIELD

Marshfield recommends - check out our winners

39 HOTEL MARSHFIELD NAMED FIRM OF THE YEAR

Preserving Excellence, One Pickle at a Time!

40 DINING

Restaurants to please every appetite

43 HOTELS & MOTELS

Where our guests can enjoy their stay in town

44 ALPINE HOLIDAY

A two-day festival celebrating the Holiday Season

45 AREA CHURCHES

Worship service schedules & locations

46 MEETING & CONFERENCE

An easy-to-use directory for all your meeting & conference needs

Rotary Winter Wonderland

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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Marshfield Country Club

WELCOME TO MARSHFIELD!

Welcome to Marshfield and thank you for reaching for 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.

Marshfield is a unique and affordable destination for your next adventure. Plan a road trip our way and you won't have to spend \$200 or \$300 a night on hotels and can save that part of your travel budget for food and fun. You can use that money you've saved for a flight of wine or craft beer at the Hop & Grape or find your inner lumberjack at Grey Dog Axe Throwing. Have you tried the mocktails at the Hideout yet? Two can't miss attractions are the out of this world sculptures at Jurustic Park and our Wildwood Park & Zoo.

Marshfield is also known for family friendly events and we celebrate one each month in the summer: Dairyfest in June, Hub City Days in July, The Central Wisconsin State Fair in August, and Maple Fall Fest in September. Also, I can't forget our Rotary Winter Wonderland hosted from the day after Thanksgiving every night to New Year's Eve. Please read on and learn about these events and more.

Marshfield is steeped in history too, and you can experience it firsthand at the Central Wisconsin State Fairgrounds and see the World's Largest Round Barn or by visiting our historic downtown. Take a stroll along the streets lined with

quaint shops and local boutiques, where you'll find unique gifts and treasures. We are welcoming a few new additions to our downtown including Rocky Road Boutique, Sanchez Mexican dining, and a new co-working space called The Coven in a new space with many businesses called the Vault. The Vault is also the new home of one of our favorite coffee shops, Uptown Coffee Company. The Marshfield Heritage Museum offers insights into our city's past, showcasing exhibits that celebrate our heritage.

Want a quick reference to people's favorite things to eat, see, and do in Marshfield? Well, look no further, see the Best of Marshfield in this guide, chosen by the locals, featuring the "Best" of the "Best" for fun and to fill your belly.

We are happy to welcome a new pickleball complex and a huge new event to our area, The Dairyland Balloon Jubilee Hot Air Balloon Festival. The event will be hosted on the edge of town at the

picturesque Seehafer Acres Farm July 11th & 12th of 2025. We can't wait!

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 2024 at our hotels, restaurants, attractions, and shops. We want you to visit in 2025 and enjoy Marshfield and see what makes us "New."



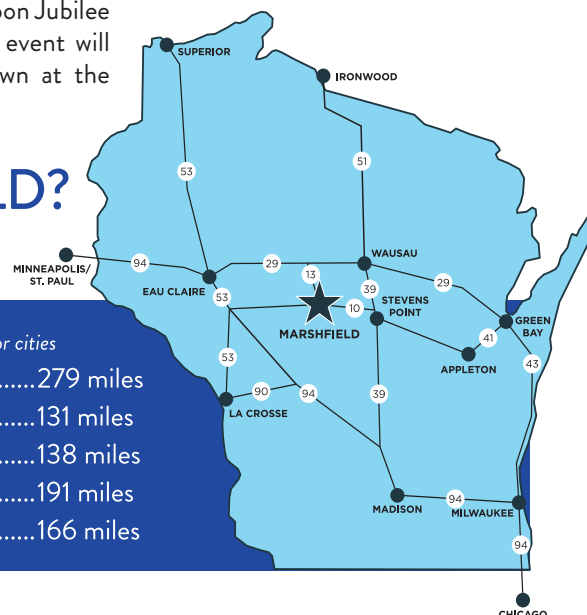
Welcome to Marshfield,

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





Dairyland Balloon Jubilee

LOST IN THE CLOUDS

Marshfield is excited to host two large events this July 11th & 12th, 2025: the Parish Pull and the Dairyland Balloon Jubilee. These festivals not only showcase the town's agricultural roots and community bonds but also attract visitors from all over, eager to partake in the festivities.



The Parish Pull is an annual tractor pull event organized by St. John's Catholic Church taking place Friday evening July 11th at Marshfield Fairgrounds Park. This event brings together local farmers and machinery enthusiasts to showcase their strengths and skills. Participants from across the region compete in various categories, from antique tractors to modern high-horsepower machines, pulling heavy weights along a defined track.

The atmosphere is electric, filled with the roar of engines, the cheers of spectators, and the smell of fresh popcorn from nearby vendors. Families often gather for a day of fun, enjoying not just the competition but also live music, local food stalls, and community camaraderie.

Join us for the inaugural year of the Dairyland Balloon Jubilee taking to the skies Friday, July 11th and Saturday, July 12th in the evenings. It will transform the skies above the beautiful Seehafer Acres Farm near Marshfield into a colorful canvas of hot air balloons. This event features 30+ balloonists who come to showcase their stunning craft against the serene backdrop of the Wisconsin sky in the heart of dairyland.

The Jubilee kicks off with balloon launches in the early morning, offering breathtaking views as the balloons take to the air, showcasing an array of vibrant colors and designs. Attendees can participate in tethered balloon rides, providing a unique perspective of the festival and the surrounding landscapes.

In addition to the balloon launches, the Dairyland Balloon Jubilee features a variety of entertainment options, including live music, food vendors, arts and crafts booths, and activities for children. Evening events often culminate in a spectacular musical balloon glow with everybody's favorite DJ, Dave Kallaway, where the balloons are illuminated in the dark, creating a magical atmosphere synced to fun music.

DOWN TO EARTH

Both the Parish Pull and the Dairyland Balloon Jubilee exemplify the strong sense of community in Marshfield. They not only highlight the town's agricultural heritage but also bring people together to celebrate quintessential Wisconsin fun. Residents and visitors alike come to enjoy the food, entertainment, and friendly competition that characterize these events.

The success of these festivals relies heavily on volunteers and local organizations that work tirelessly to ensure everything runs smoothly. Their efforts reflect the spirit of Marshfield, a community that values collaboration, support, and joy.

The Parish Pull and Dairyland Balloon Jubilee are more than just events; they are a celebration of the heart and soul of Marshfield, Wisconsin. Whether you're cheering on your favorite tractor or watching the sky fill with colorful balloons, these gatherings create lasting memories and foster a sense of belonging. For anyone looking to experience authentic community spirit and enjoy a weekend of fun, these festivals are not to be missed.



Parish Pull



Dairyfest

MARSHFIELD DAIRYFEST

Friday, May 30th will kick off with the Mayor's breakfast at the Central Wisconsin Fairgrounds. We will be serving pancakes, special scrambled eggs, fresh cheese curds, with hot coffee, ice cold white or chocolate milk, and much more. The first 1,000 people will get to take home a commemorative, ceramic coffee mug. Friday evening is Picnic in the Park, at Columbia Park with entertainment for the entire family, inflatable fun for the kids, games and food trucks or pack your own picnic lunch. The Marshfield Civic Band will also

perform. Fun begins at 5 p.m. The Hub City Concert Series Kickoff takes place at Wenzel Plaza starting at 7 p.m.

Saturday, May 31st is Dairyfest Parade Day. The parade steps off at Second and Central at 11 a.m. and ends at the Central Wisconsin State Fairgrounds. After the parade, head to Wenzel Plaza where Center City Fun Days will be taking place. Fun for the entire family and food trucks galore. There will be a pie and ice cream social at the Upham House and a craft show along West Third Street. In the evening head over to the outdoor beer garden at Nutz Deep II from 3 p.m. to 11 p.m.

There will also be a softball tournament all weekend long at the Central Wisconsin Fairgrounds.

For a complete list of activities, go to www.marshfieldchamber.com. Activities, dates, times and locations will be continuously updated. Make Dairyfest 2025 a part of your weekend on May 30-31, 2025.

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merlenormanspa | yourmerlenorman.com

HUB CITY DAYS JULY 24th-27th, 2025

Summer heats up with Hub City Days taking over the streets of Central Avenue and celebrating Marshfield's community and historic downtown past, present, and future. Enjoy a massive 500+ car and bike show, family zone with bounce houses and kiddie games, brewfest, beer garden, and live music. For more information, go to mainstreetmarshfield.com



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Sue Decker & Sammy Brock



Hi! We're **Sue & Sammy** - a full-service, fully licensed, Real Estate team whose main focus is on our clients and customer service along with involvement and support of our local community. We love to work with sellers and buyers helping to navigate transactions and processes. With over 30 years in the industry, we bring a unique combination of years of experience + a team member with a background in marketing and design.

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WORLD'S LARGEST ROUND BARN



At a diameter of approximately 150 feet and standing at 70 feet to the top of the cupola, the show barn located at the Central Wisconsin Fairground in Marshfield, Wisconsin, is known as the World's Largest Round Barn. The Barn was built using white oak, red oak, hemlock, and pine woods and without the use of scaffolding as it was built from the bottom up. Using this staging method of construction allowed for a nearly \$2,000 lower bid by the Felhofer brothers at \$6,000.



The Central Wisconsin Holstein Breeders Association, along with the support of the Wisconsin State Fair Association, Wood County, Wood County Bankers Association, and citizens of Marshfield, banded together to bring to the Central Wisconsin State Fairgrounds a landmark building to provide a space for the Breeders Association sales and as a show barn and arena during the Fair which it is still used for to this day.

Designed by W.W. Clark, the Barn's round structure allows for an efficient arrangement of stanchions allowing it to house 250 head of cattle while also making it more wind-resistant and assisting in staying cooler in the summer. Additionally, the walls are stronger from the lineal, not cross grain strength of the lumber, making it 20 times stronger.

Construction of the Barn was started on Thanksgiving on 1915 with excavation work done with the use of a horse-drawn slusher. The framework was done during the winter and the floors and stanchions were completed in the spring of 1916. The main floor of the barn held two rings of stalls with a large show and sales arena in the middle which was circled by wooden bleachers able to seat 1,000 people.

At the time of its construction, the Barn also boasted a new automatic manure cleaner composed of a cable suspended from the rafters that held a bucket. The bucket was pushed about the barn as needed and then moved to another track which took it outside to be emptied. Unfortunately, the system did not work well and was removed. In 1917, a second floor to the barn was completed and used to show chickens and rabbits. It also had a bandstand which made the second floor a popular location for barn dances though eventually it was deemed unsafe for such events and is now only used for storage.

The Round Barn stands as a welcoming tradition to Central Wisconsin State Fairgoers with updates and reconditioning over the years to preserve this over 100-year-old building. In March of 1997, the Central Wisconsin State Fair Round Barn was added to the State and National Historic Places and has been noted as the "World's Largest Round Barn" which remains uncontested.

Don't forget to stop by this landmark during your visit. Call the Central Wisconsin State Fairgrounds Office at 715-387-1261 to organize a tour today; admittance is available at \$1 per person. Of course, the best time to see the Round Barn is during the Central Wisconsin State Fair, August 19-24, 2025, when it is in full use for its intended purpose.

**FROM
BARNS TO
BEYOND
DREAM
BIG!**

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THROUGH
SUNDAY, AUGUST 24
2025**

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CENTRAL WISCONSIN
State Fair

513 East 17th Street, Marshfield WI 54449
715-387-1261 | centralwisconsinstatefair.com

TOP 5 THINGS TO DO



Vandehey Waters

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.

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!



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.



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!

MARSHFIELD
MADE NEW

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

TOP 10 THINGS TO SEE

THINGS TO SEE



Governor William H. Upham House

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.

THE HIGGROUND VETERANS MEMORIAL PARK

715-743-4224 / thehighground.us
W7031 Ridge Road, Neillsville, WI
The 155-acre staffed Veterans Memorial Park pays tribute to the fallen and survivors for their service and their sacrifices. Veterans of all wars will find a museum, learning center, meditation garden, handicapped accessible tree house, and developmental forest with four miles of hiking trails. The park is open 24-hours a day, year-round.

GALLERY 450

715-389-6530 / uwsp.edu/marshfield
2000 W. 5th Street, Marshfield, WI
Located on the campus of UW-Stevens Point at Marshfield, Gallery 450 is a showcase for Wisconsin artists and contemporary art through its Visual Arts Gallery.

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.

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.

LUCILLE TACK CENTER FOR THE ARTS

715-659-4499 / lucilletackcenter.com
400 N. School Street, Spencer, WI
Located in the neighboring town of Spencer, the Lucille Tack Center for the Arts performance center offers some of the finest local, national, and international talent.

MARSHFIELD HERITAGE MUSEUM

715-384-5867 / marshfieldmuseum.com
2nd Street Community Center, Lower Level
211 E. 2nd Street, Marshfield, WI
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 / visitmarshfield.com
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. Including a water feature and opportunities to take in art and music performances on the Everett & Dolores Roehl Stage.

WILDWOOD PARK & ZOO

715-486-2056 / 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.



Marshfield Heritage Museum

At the Marshfield Heritage Museum, history comes to life through a dynamic mix of interactive exhibits, immersive displays, engaging storytelling, and an accessible audio tour. Whether you're a history buff or just curious about the past, the museum offers a unique opportunity to journey through the vibrant history of Marshfield, Wisconsin.

Start your adventure with 'A Walk Through Time,' a captivating collection of artifacts, stories, and exhibits that vividly illustrate the milestones that shaped the community. From early settlement days to modern times, this exhibit offers visitors a chance to experience Marshfield's history firsthand. The museum's immersive displays invite you to explore the people, places, and events that have made Marshfield what it is today.

For those interested in the region's involvement in military history, the 'Interactive War Timeline' offers an in-depth look at the local servicemen and women who served in pivotal battles and conflicts. This exhibit allows visitors to trace the impact of

war on the community through the personal stories of veterans, their sacrifices, and their enduring legacies.

One of the museum's key educational focuses is the impact of war history on the local community. The exhibits on 'Hometown Heroes' and 'Honoring the Fallen' pay tribute to the bravery and sacrifices of local veterans, as well as the many soldiers who gave their lives in service to our country. In addition, we explore the resilience of the community, especially in the face of tragedy, such as the devastating Marshfield Fire.

Step into a living piece of history with the 'Louie Rivers Log Cabin' and 'Hobo Jungle,' two exhibits that immerse you in the everyday lives of those who lived in Marshfield during times of hardship and change. The Log Cabin offers an authentic glimpse into pioneer life, while the Hobo Jungle tells the unique story of transient travelers who passed through the area during the Great Depression.

Marshfield has long been a hub of cultural activity, and the 'Cultural Chronicles' exhibit showcases the city's rich theater scene which shaped the cultural landscape of the area. In addition to the 'Hobo Jungle,' these exhibits celebrate the diverse stories that make up the tapestry of Marshfield's past and highlight the indomitable spirit of the people who have called this

community home.

Throughout the museum, you'll find interactive displays that allow visitors to touch, explore, and connect with the past. From household artifacts to historical tools, each piece adds a layer of depth to our understanding of Marshfield's history.

The Marshfield Heritage Museum isn't just a place to view history—it's a place to learn. In the 'Industry and Innovation' section, visitors can discover how agriculture, business, and industry have



shaped the development of the community. These exhibits highlight the ingenuity and hard work of local entrepreneurs, farmers, and workers who laid the foundation for Marshfield's success.

The Marshfield Heritage Museum is located on the lower level of the 2nd Street Community Center at 211 E. 2nd St. The museum is open to the public and we invite you to visit and explore the history of our community. For those interested in a more in-depth experience, tours and off-hour viewings are available by calling 715-384-5867.

Join us at the Marshfield Heritage Museum and discover how the past shapes our present and future. From stories of innovation to tales of courage, every exhibit offers an opportunity to learn something new and connect with the history of Marshfield.

There's no place like Marshfield.

And, like you, we're happy to call it home. And we're proud to be here celebrating 20 years of service. Thank you for your business and your trust.



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715.687.2411
Fax: 715.687.4441

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715.659.2430
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www.partnersbankwi.com



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marshfield



bikeshare

Ride On Marshfield Community Bikeshare

The Marshfield Community Bikeshare has been reimaged 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



Over 125 Years in the Making

Nasonville Dairy is located right outside of Marshfield, in Central Wisconsin, where local cheesemakers have produced traditional Wisconsin cheeses on the same site for over 125 years. Today we buy milk from 190 farm families and convert that into more than 180,000 pounds of exceptional cheese each day. We are committed to support local dairy farmers and use fresh milk from our neighbors' farms to make Nasonville's award-winning cheeses.

Nasonville Dairy

10898 Hwy 10 West
Marshfield, WI 54449
715-676-2177

Store Hours:
Mon–Fri. 8 a.m.–5 p.m.
Sat. 8 a.m.–Noon
Closed Sundays



Nasonville Dairy Retail Store

N14505 Sandhill Avenue
Hwy 29 and Sandhill Avenue
Curtiss, WI 54422
715-223-3338

*Just West of Abbotsford and East of Curtiss...
You cannot miss that bright yellow building!*

Store Hours:
Mon–Fri 8 a.m.–5:30 p.m.
Sat 8 a.m.–4 p.m.
Closed Sundays

WWW.NASONVILLEDAIRY.COM



MARSHFIELD AREA TRANSPORTATION

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Wildwood Park & Zoo

EMBRACE SNOWY FUN

The Marshfield area is rich with endless outdoor fun for the family. Embrace the colder months with fast-paced adventures or tranquil strolls right in Central Wisconsin.

Marshfield has a plethora of walking and biking trails throughout the city limits that are perfect for winter exploration. A favorite destination includes the Wildwood Park & Zoo with both paved and graveled trails perfect for fat tire biking, snowshoeing, or walking. The frozen ponds, snow-covered trees, and the opportunity to visit the resident animals at the zoo create a tranquil atmosphere that's perfect for those seeking solitude or a leisurely winter hike. Explore more trails on page 21 of this guide or by visiting bikemarshfield.com.

Visitors will find even more parks and wildlife areas filled with miles of trails for endless snowy adventures. Hike through McMillan Marsh after stopping by Jurustic Park filled with the imaginary, whimsical creatures of the Marsh. Hike or snowshoe the over 70 miles of walking paths at the George W. Mead State Wildlife Area and enjoy one of the best birdwatching locations in Central Wisconsin due to the wide variety of different

habitats. Local trails do not end at these State Wildlife Areas either; the Richfield 360 County Forest and several fantastic County Parks including Powers Bluff County Park.

Powers Bluff County Park is a popular destination featuring just about every winter activity one could wish for! As the location of the highest point of elevation in Wood County, this local gem provides a great opportunity for tubing and downhill skiing on several downhill runs with a two-story stone shelter and warming house. Powers Bluff also offers 5.5 miles total of multi-use trails so whether you prefer a wintery hike with or without snowshoes, cross-country skiing, or fat tire biking, there are plenty of options to fit everyone's idea of an adventure.

For those looking to explore the region's wintry landscapes at higher speeds, there are several trails for snowmobiling throughout the area. Central Wisconsin is known for its expansive snowmobile trail systems and Marshfield is centrally located within several of these trail networks. Riders can enjoy miles of groomed trails winding through forests, open fields, and picturesque lakes. The trails are well-marked and maintained, allowing for an enjoyable and safe snowmobiling

experience. Local snowmobile clubs and businesses often offer rentals and guided tours for beginners or those looking for a new adventure.

After a day of snowy adventures around the countryside wrap up the night at Rotary Winter Wonderland at Wildwood Park & Zoo from the day after Thanksgiving through New Year's Eve. This holiday light display features a driving route and walking path with over 2 million LED lights. Rotary Winter Wonderland is a community-wide volunteer effort to collect donations of food items for distribution to local food pantries. Visit rotarywinterwonderland.org for more details on times and additional details including hours, when to catch Santa, and local music.

With its mix of outdoor adventure, community spirit, and small-town charm, Marshfield is the perfect place to embrace all that winter has to offer.



Rotary Winter Wonderland

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

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



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

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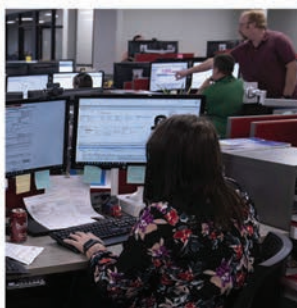
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North Wood County Park

Celebrate 90 years of Exploring the Natural Wonders of Wood County Parks with Discover Wisconsin

Wood County, Wisconsin, is home to a stunning array of parks that showcase the region's natural beauty and recreational opportunities. The Wood County Parks Department is celebrating its 90th anniversary of hosting outdoor lovers in 2025. South Wood County Park, North Wood County Park, Nepco County Park, and Dexter County Park are some of the most notable. Each park offers unique landscapes, activities, and experiences for visitors, see below for how you can watch this episode featured on Discover Wisconsin television and the web.

South Wood County Park

Located on the banks of Lake Wazeecha, South Wood County Park is a beloved destination for both locals and tourists. The park features spacious picnic areas, playgrounds, and scenic trails perfect for hiking and biking. One of its highlights are the beautiful beach areas, the White Sand and Red Sand Beaches both great for a swim or paddle. White Sand Beach is home to the State Water Ski Show on Lake Wazeecha each July. The park is also known for its abundant wildlife, making it a great spot for birdwatching and nature photography.

North Wood County Park

Just about 10 miles south of Marshfield, North Wood County Park provides a scenic and secluded experience. This park has a grand 225-foot pedestrian bridge spanning the Yellow River, picturesque trails, and is known for a great disc golf course hosting leagues and tournaments. It's an excellent

spot for camping with 99 camp sites with easily accessible fishing and hiking nearby. The park features several picnic areas and a playground, making it a family-friendly destination. North Wood County Park is particularly popular in the fall, when the foliage transforms into a vibrant tapestry of colors, drawing leaf-peepers from all over.

Nepco County Park

Nepco County Park is centered around Nepco Lake, a picturesque body of water perfect for fishing, kayaking, and canoeing. The park has 10 miles of well-maintained trails that wind through diverse ecosystems for hiking and biking enthusiasts. These trails transform into a winter wonderland for snowshoeing and cross country skiing in the winter months.

The park is known for its serene atmosphere, making it an excellent choice for those looking to relax and connect with nature. In addition to the recreational activities, Nepco County Park features picnic facilities and an enclosed heated/cooled shelter open for rent year-round.

Dexter County Park

Located just south of Pittsville is the town of Dexter and unincorporated Dexterville, which is home to Dexter County Park. This park offers a rustic experience featuring the 300 acre lake Dexter and over 1,000 acres of wild forests with trails. The park is ideal for those seeking solitude and a connection with nature. It provides ample opportunities for hiking, birdwatching, fishing and photography.

Dexter County Park also includes 109 individual campsites (10 with ATV/UTV parking and access) and picnic areas making it a great spot for family gatherings.

The park is less crowded than some of its counterparts, allowing visitors to enjoy a peaceful retreat away from the hustle and bustle.

The parks of Wood County—South Wood, North Wood, Nepco, and Dexter—each offer unique landscapes and recreational opportunities. Whether you're looking to hike, swim, fish, or simply relax in nature, these parks provide a perfect escape into the great outdoors. With their diverse ecosystems and family-friendly amenities, they stand as a testament to Wisconsin's rich natural heritage. Whether you're a local or just visiting, exploring these parks is a must for anyone looking to enjoy the beauty of Wood County and celebrate the 90th anniversary with us.

For more information on other great county parks and wildlife areas in the region see our website at visitmarshfield.com and be sure to watch the featured Wood County Parks episode 7 of Season 37 at discoverwisconsin.com.



Dexter County Park

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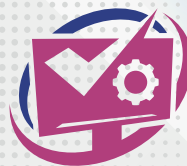


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North Wood County Park

7500 Park Lane, Arpin, WI

Schuster Park

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Pickleball Courts

Braem Park

905 N. Cedar Avenue, Marshfield, WI

Marshfield High School Courts

1401 E. Becker Road, Marshfield, WI

Steve J. Miller Recreation Area

510 W. 4th Street, Marshfield, WI

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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

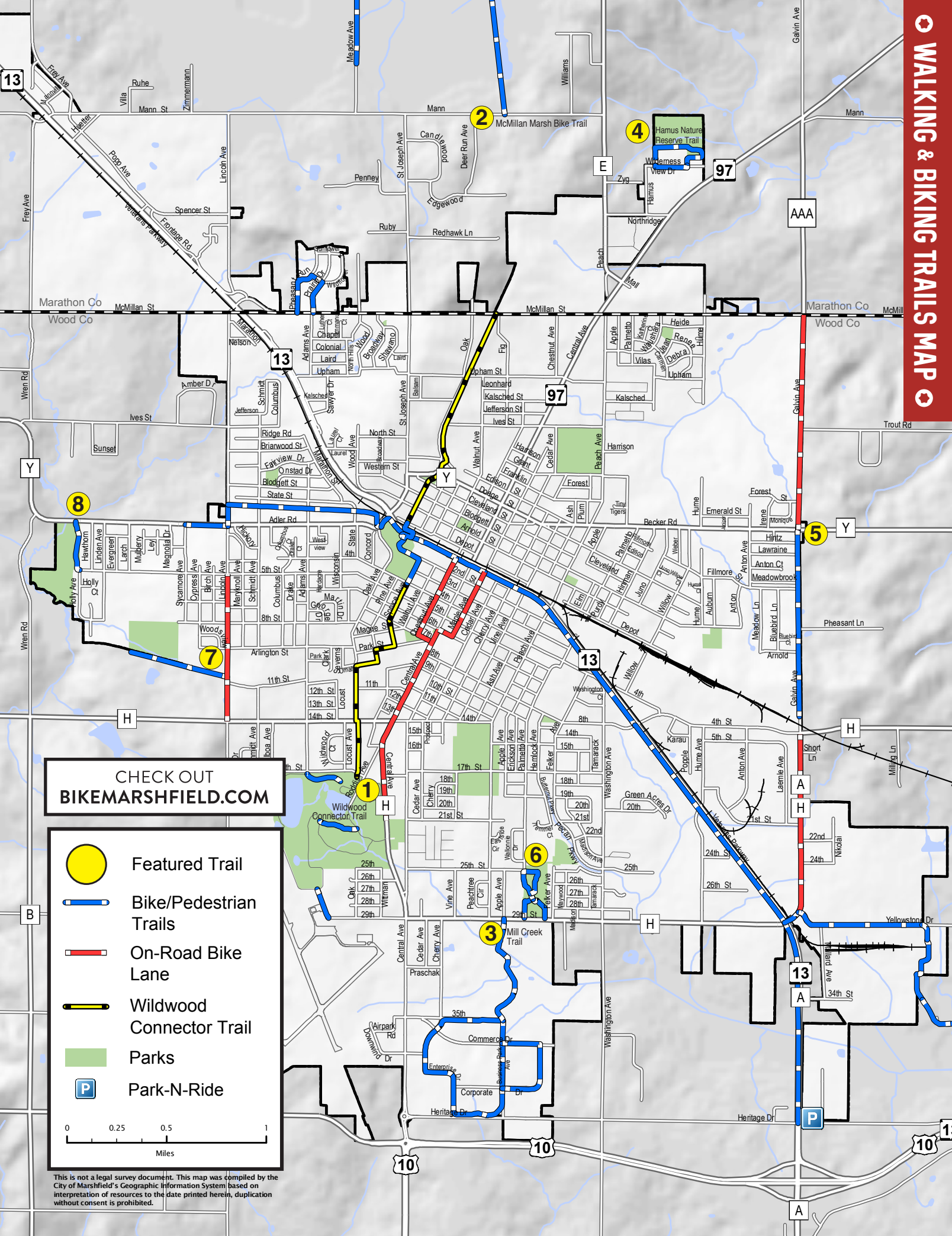
Located at Gries Park, 1001 E. 29th Street, the trail is 3/4-mile long, 8' wide, asphalt surface.

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



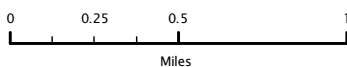
Wildwood
Connector Trail



Parks



Park-N-Ride



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Marshfield Clinic

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 Interstate 39 as well as Highways 10 & 29. 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.



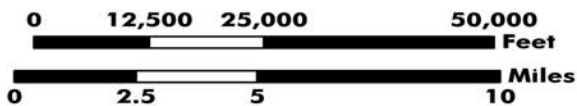
Oddities, Manga & Games

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.

WOOD COUNTY ATV ROUTE /TRAIL SYSTEM

Scale: 1:240,000



Trail Heads

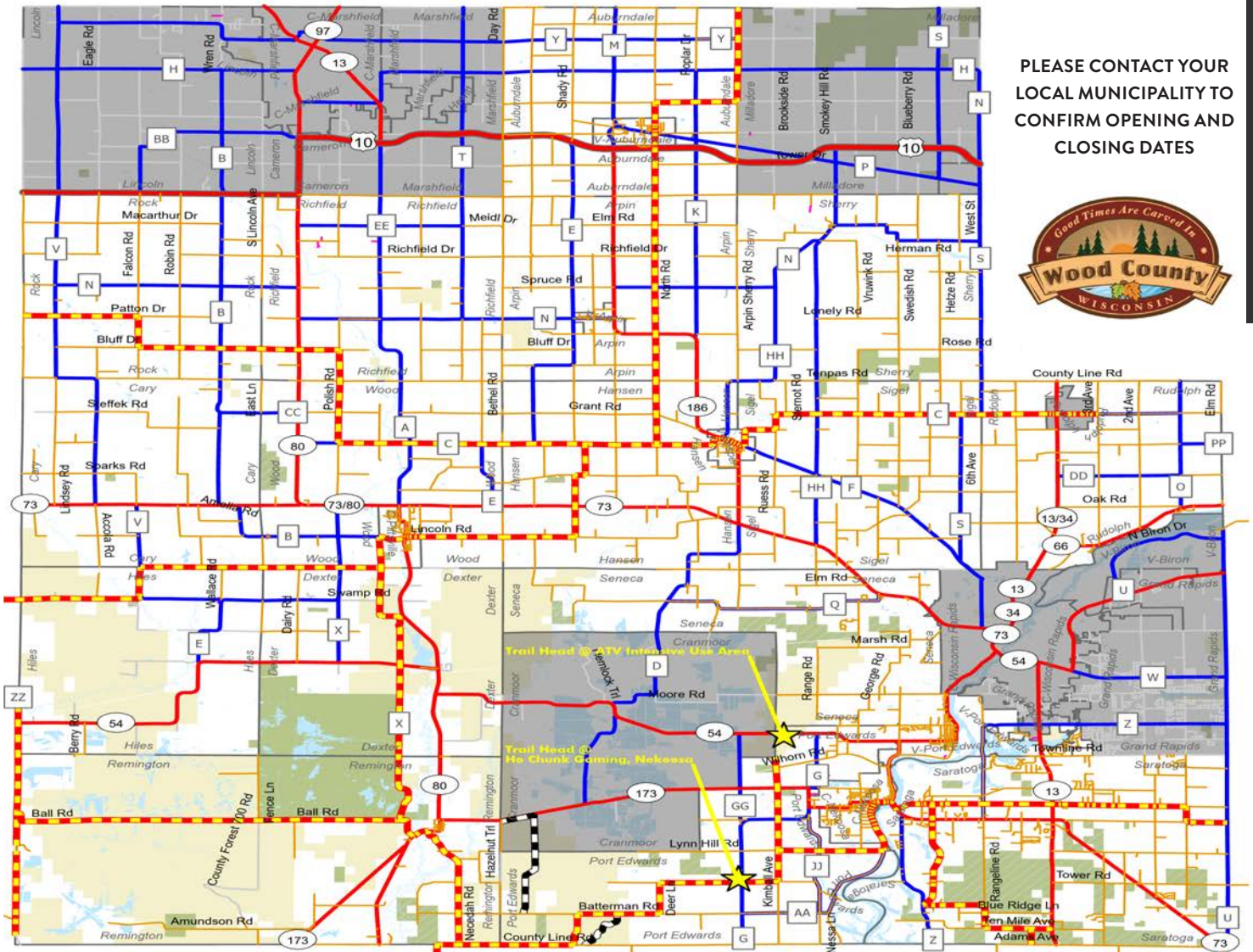
Mainline Route

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.



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 of Wisconsin

Promotes kept, plain and simple.

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

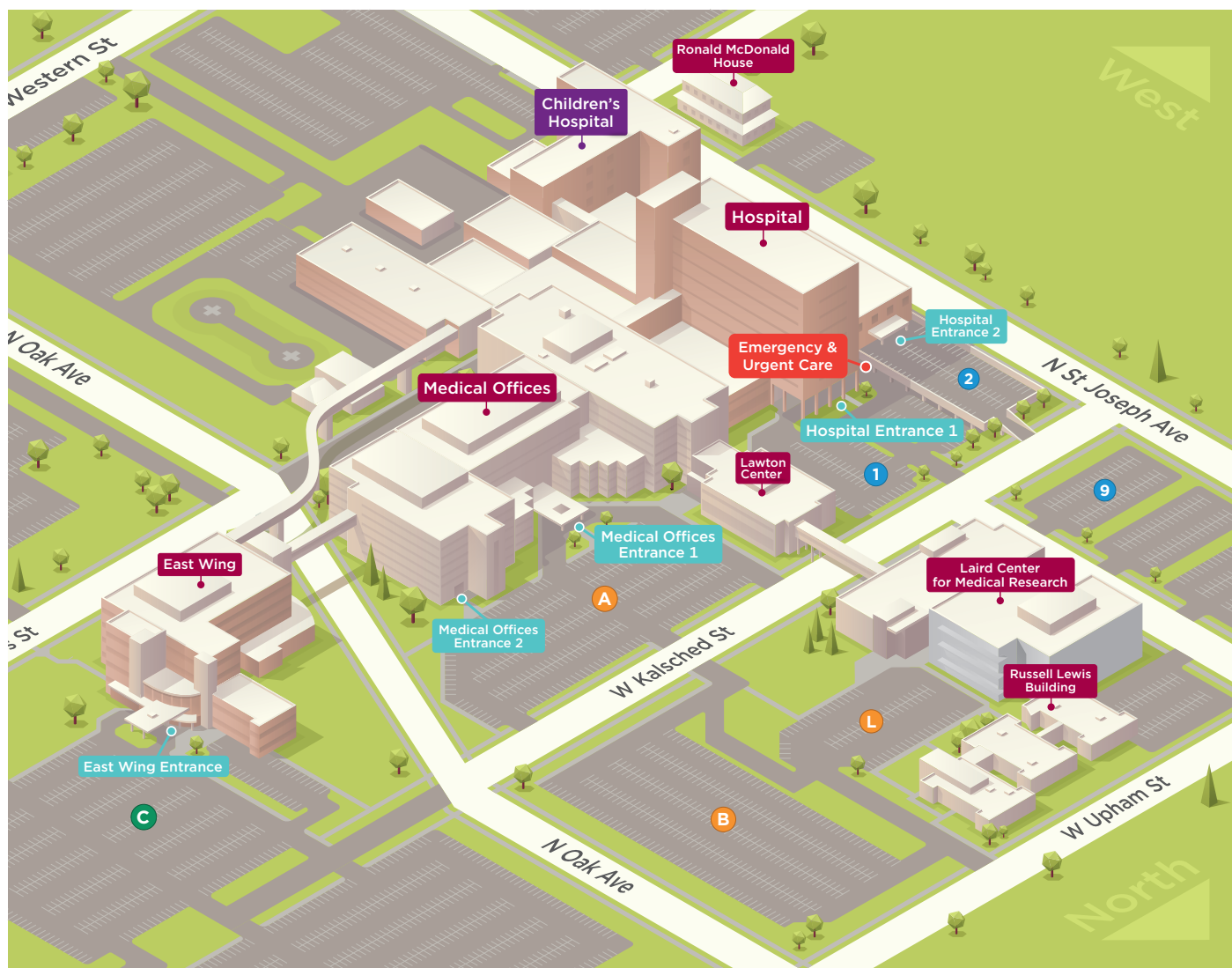


Marshfield Clinic Health System

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Marshfield Campus

marshfieldclinic.org



Marshfield Medical Center (Medical Offices)

1000 N Oak Ave
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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866-951-4321



Marshfield Clinic
Health System



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CITY MAP OF
MARSHFIELD

PARKS ●

- McMillan Marsh Wildlife Area
- Hamus Nature Preserve
- Braem Park
- Joe & Bernadine Weber's Nature Park
- Steve J. Miller Rec Area
- Pickle Pond Park
- UW Athletic Fields
- Marshfield Fairgrounds Park
- Wildwood Park & Zoo
- Griese Park

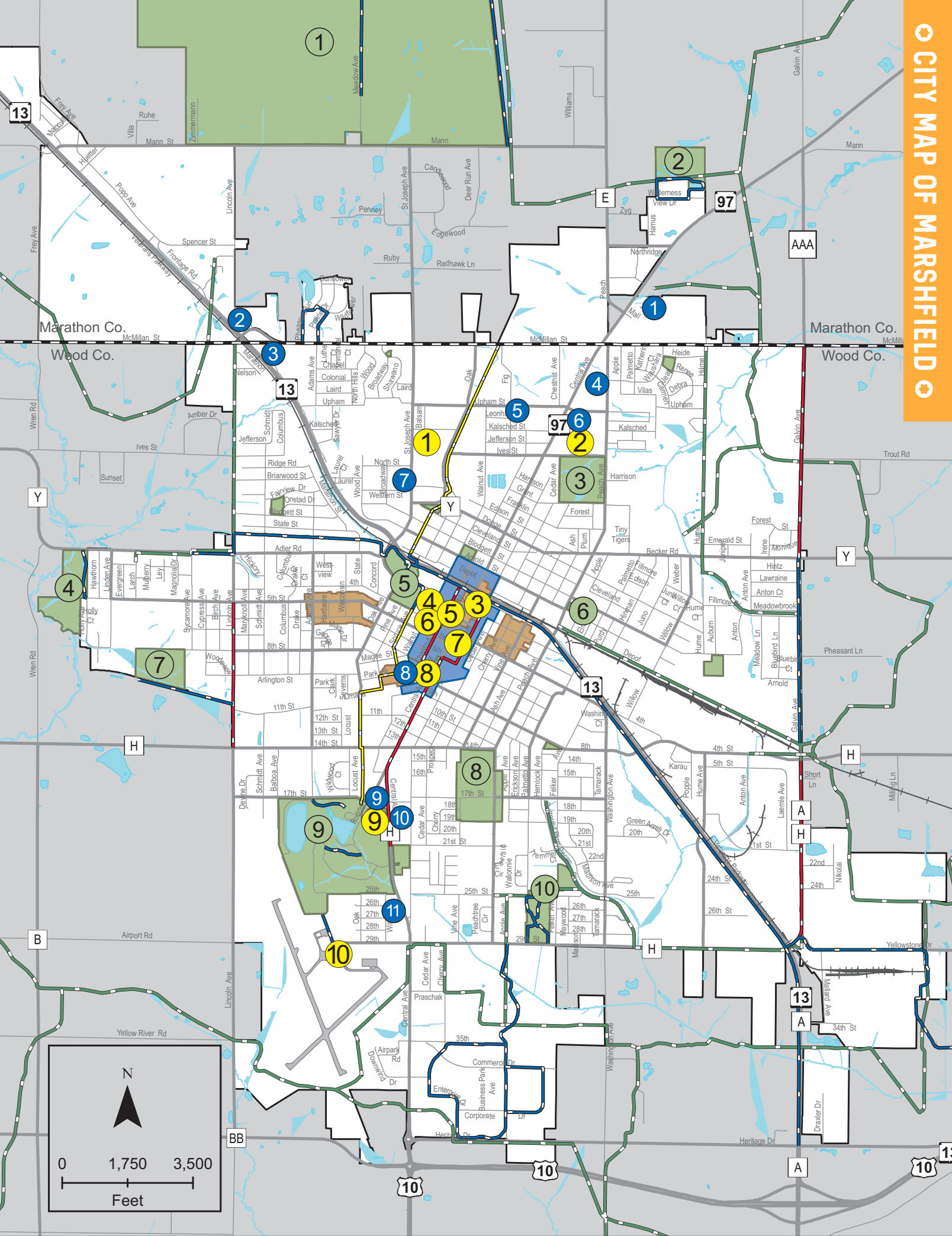
POINTS OF INTEREST ●

- Marshfield Medical Center & New Visions Gallery
- Marshfield Towne Center
- Everett Roehl Marshfield Public Library
- Chestnut Center For The Arts
- Wenzel Family Plaza
- Governor William H. Upham House
- Roger's Cinema
- Marshfield Chamber of Commerce & Industry and Visit Marshfield
- Vandehey Waters Outdoor Aquatic Center
- Marshfield Municipal Airport

HOTELS & MOTELS ●

- Baymont Inn & Suites
- Neva Jean Motel
- 7 Star Inn
- Woodfield Inn & Suites
- Hampton Inn & Suites
- AmericInn by Wyndham
- Simplicity Inn
- Holiday Inn & Conference Center
- The Park Motel
- Santa Fe Motel
- Hotel Marshfield

CITY MAP KEY		FACILITIES												ACTIVITIES																		
<div><div><div></div>Off Road Bike/Pedestrian Trails</div><div><div></div>On-Road Bike Lane</div><div><div></div>Wildwood Connector Trail</div><div><div></div>Snowmobile Trails</div><div><div></div>Rail Road</div><div><div></div>Regional Linework</div></div> <div><div><div></div>Park/McMillan Marsh</div><div><div></div>Historical District</div><div><div></div>Downtown Business District</div><div><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/Pickleball
MARSHFIELD PARKS	Benedict Park										⦿							⦿	⦿											⦿		
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	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

Celebrate the start of fall in Marshfield and its crisp autumn days at our city's own Maple Fall Fest. This year the festival takes over Wildwood Park & Zoo on September 13 & 14, 2025—keeping with a 33-year tradition. Families start the day with a hearty potato pancake breakfast served by Columbus Catholic School Athletics. They fill up on flapjacks topped with melted butter, locally produced maple syrup, with sides including maple sausages, and, of course, cheese curds. Maple Fall Fest draws visitors and families out in droves, with approximately 15,000 attendees between Saturday and Sunday.

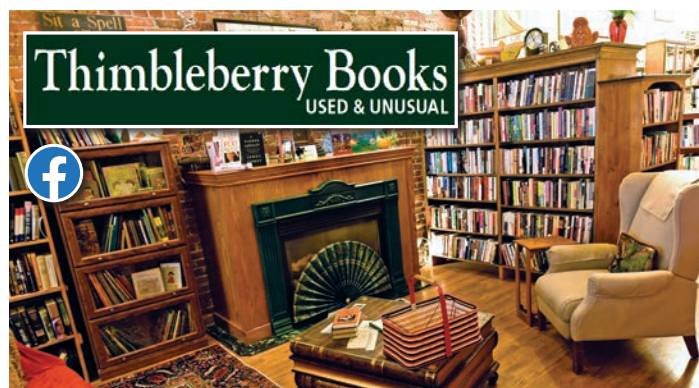
Marshfield Maple Fall Fest has become known as the place to find some of the best original, handmade craft items and artwork in the Midwest. With over 150 vendors, you'll delight in finding that distinctive, one-of-kind gift for yourself or someone special. Shoppers can also

peruse Amish booths selling spectacular mums and hearty baked goods, along with other specialty foods with mouth-watering maple flavors. You can eat your way around the fest at the centrally located food court featuring favorite local food trucks and more; enjoy a cold brew in the Beer Garden located amidst the food court. Amuse the kids with crafts and activities such as gourd bowling provided by Discovery Education Station and the Chestnut Center for the Arts before roaming the inflatables and trampolines of the Kids' Zone. Throughout the weekend, in addition to checking out the nearby Wildwood Zoo, spectators can gather to watch performances by Mad Dog & Merrill Grillin' Buddies, local dance organizations, and actors' group, and the release of monarch butterflies.

Starting in 2019, the educational demonstration of the release of monarch butterflies by the Marshfield Monarchs has been a big hit on the main stage. The

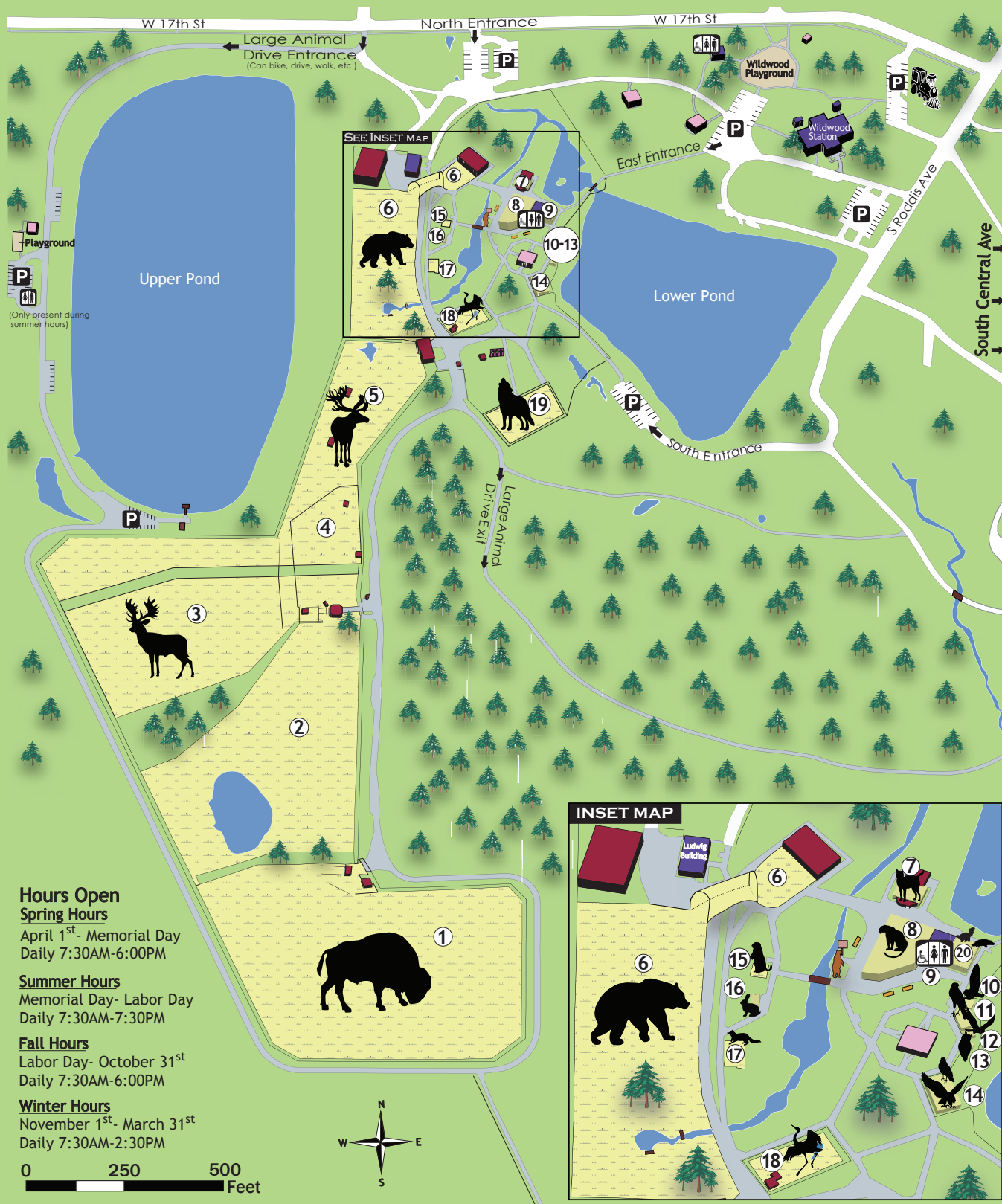
presentation includes learning about the life cycle of the butterfly and information about the special project of the Marshfield Monarchs taken on by the Gwiazda family. The family began raising monarch butterflies to help increase the dwindling population in 2016; only one out of every 10-20 caterpillars becomes a monarch butterfly. The group released 200 butterflies as the crowd watched on in awe. Marshfield Monarchs reported they released over 2,200 butterflies over the summer of 2024! Maple Fall Fest marked the start of the butterflies' migration from Wildwood Zoo as they began a long journey south to Mexico for the winter.

Truly, Maple Fall Fest has become a celebration of giving—we thank our community members who give of their time and of themselves by thinking of the joy it brings others.



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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 &
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Unearth Whimsy on the Downtown Jurustic Trail

Thousands of visitors come to experience the whimsy of Jurustic Park each year. This amazing, metal sculpture park, located just north of Marshfield, is surrounded by a mystical forested area, and even has an enchanting Hobbit House. But what many people don't know is that some of the artist Clyde Wynia's creatures have escaped and have hidden in Downtown Marshfield. To help you find these zany creatures and discover some of Marshfield's hidden gems for dining and shopping, we have created the Downtown Jurustic Creature Trail.

*This tour clocks in at just under 1.5 miles. Most people walking at a leisurely pace will take about 30-45 minutes to complete it (but we encourage you to stop and enjoy the sculptures, shopping opportunities, delicious dining options, and fun attractions along the way!)

1. Kick off your adventure at home base: the Marshfield Area Chamber of Commerce and Industry (MACCI) & Visit Marshfield office building. This is a great place to grab a copy of the official Marshfield Visitor Guide, if you don't already have one (also available at visitmarshfield.com/visitor-guide), and to enjoy ample parking and a variety of great restaurants nearby if you'd like to fuel up before hitting the Downtown Jurustic Creature Trail. It's here that you'll meet Tillie, the first creature who, very slowly and steadily, made a new home amongst the rusty reeds.

2. Take the trail north on Central Avenue, dubbed "Main Street" by the locals before detouring a block over to Chestnut Avenue. Nestled near the towering structure of the Chestnut Center for the Arts are two more creatures, who like to say "whoow," "mew," and play a tune or two on a stringed instrument. While you're here, check out the Chestnut's offerings, including calendar of events, pottery studio, art class schedule, or art exhibitions displayed in their gallery.



3. Delightful detour: follow the trail back to Central Avenue by way of the Wenzel Family Plaza. Depending on the time of day at the plaza, you're likely to see children running through their water feature, morning people stretching on yoga mats, a food truck feeding folk during the afternoon lunch rush, or live concerts and other entertaining events happening most weekends. If you're looking to satisfy your sweet tooth before moving on, stop in at the downtown location of Hub City

Ice Cream or at the 2 1/2 Cups Cupcakery & Bake Shop. At the spot marked #3 on your map, you'll find a towering, metal turtle.

4. Continue along the paved walking/biking trail on East Veteran's Parkway. You will pass by the Everett Roehl Marshfield Public Library and the Marshfield Veterans Memorial, showcasing paintings by local artists and a flag display, honoring heroes from the Marshfield area. Look up to see the largest, fire-breathing, winged creature on the tour trail (this fantastical fellow flew in to guard our fair city and hasn't left since!). Snap a selfie with this scaly friend (#marshfieldmadenew), turn around, and head back to Central Avenue, where you'll pass the Royal Tokyo Restaurant, housed in a historic train depot, and is known as



a popular dinner spot for Teppanyaki style group meals and the place to go for family celebrations.

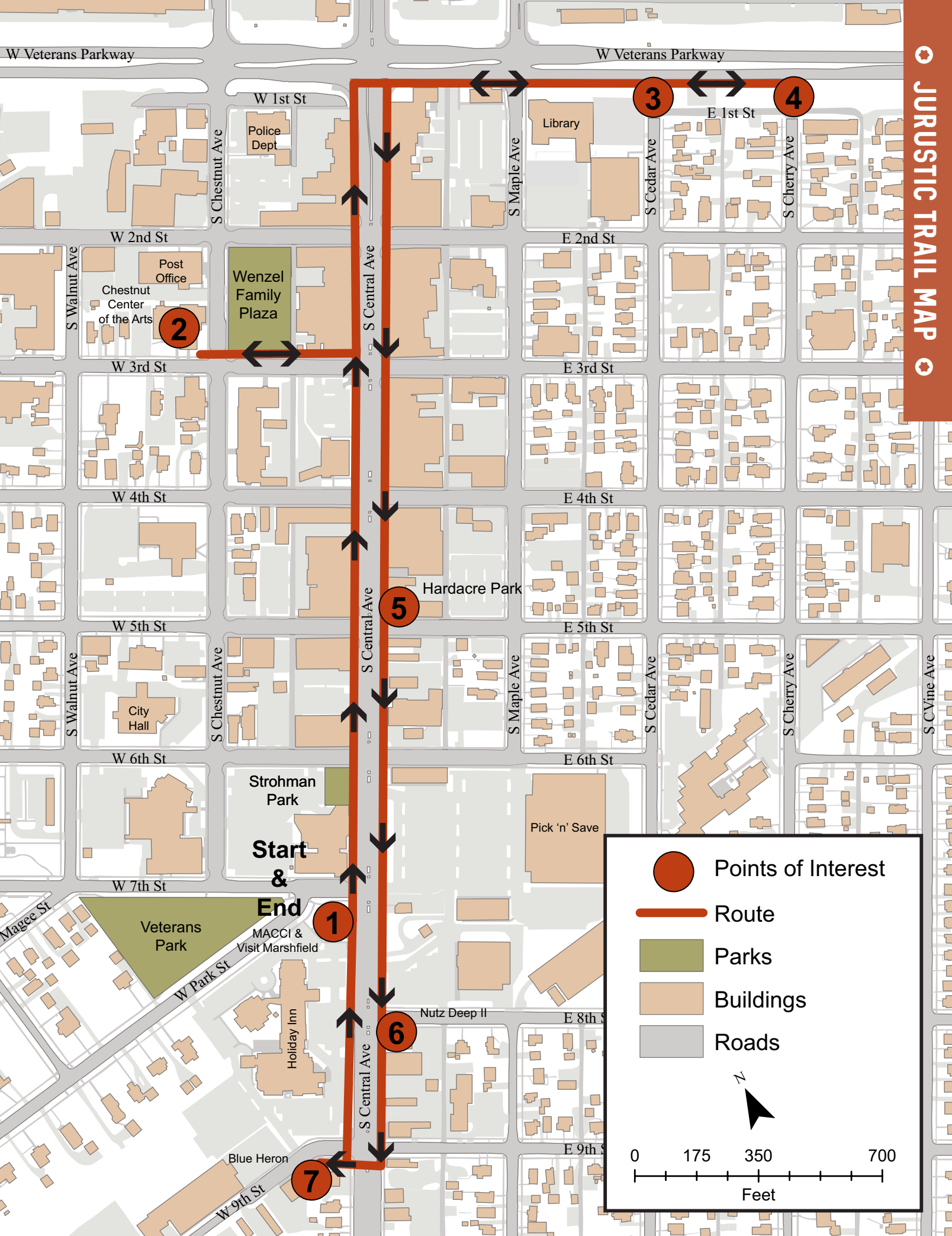


5. Turn down Central Avenue for more popular restaurants and shopping options, and make your way down to your next destination, Hardacre Park. Named after an influential mayor known for her leadership, you'll find rusty creatures that swam to Marshfield during a great flood, probably thousands of years ago. You can also pull up a bench and view a painted timeline of Marshfield's pasts and milestones in the surrounding murals. Next-door is a staple of Marshfield, Crabby's Lounge, known to have one of the best brandy old fashions in town.

6. Meander down a few more short blocks to Nutz Deep II, one of Marshfield's most popular restaurants and watering holes (with a wacky name and seriously good burgers). The creatures here are some of the newest that just escaped Jurustic Park. Be careful - they may not be as used to close human interaction as some of the other creatures on the tour.

7. Cross Central Avenue to find your final stop, the Blue Heron Brewpub, another great place to grab lunch or dinner. You'll love the modern, gastropub atmosphere in this former ice cream factory building. After finding all the creatures in the Heron, kick back and relax (maybe while enjoying a pint), and you'll find yourself back at the start of your journey.

Be a good anthropologist and report your findings on the downtown trail back to us, so that creator Clyde from Jurustic Park can help track down these rusty creatures and try to return them to his park!



BEST OF MARSHFIELD

2024

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**



Indicates Select List Winner
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HOTEL MARSHFIELD NAMED FIRM OF THE YEAR: PRESERVING EXCELLENCE, ONE PICKLE AT A TIME

The Marshfield Area Chamber of Commerce & Industry (MACCI) recognized Hotel Marshfield as the 2024 Firm of the Year. The Firm of the Year recognizes businesses that have proven to be leaders in economic development, involvement within the community, talent growth, and enriching the Marshfield area for at least ten years.

In 2012, the Clearwaters Hotel was purchased by the Roehl Corporation for business travel and, after renovations, was reopened in 2013 as Hotel Marshfield. The hotel's ten-year anniversary was marked in 2023, filling the last two years with celebrations of heartfelt hospitality provided to the community. Yet the staff continues to dream up fun services for their guests including, of all things, pickles.

Hotel Marshfield's in-house restaurant, Libby McNeill's, is a homage

to local canner, Libby, McNeill & Libby. Founded in 1869 in Chicago as a maker of canned brined corned beef, the company quickly grew and expanded throughout the Midwest, including a location right in Marshfield. The company was a staple of the community for over 20 years and, although the factory is long gone, the rich history of Libby, McNeill & Libby is still present in the community.

As you may have guessed, Libby McNeill's borrows their name from the long-gone canner to celebrate this unique part of Marshfield history. The restaurant is a welcome respite for travelers seeking a friendly atmosphere and a menu complete with comfort food that includes a small nod to the pickling plant's famous history - fresh cucumbers pickled in a house brine. Enjoy the pickles on a burger, sandwich, or wrap and as Libby McNeill's signature deep-fried pickle spears or dill pickle pizza fries!



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baymontinns.com



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715-207-0295 or 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



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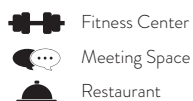
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Holiday Inn

AMENITIES KEY





ALPINE HOLIDAY is Columbus Catholic Schools' primary community fundraising event for the school. Highlights include: Friday Night Fish Fry, Crafters, Kiddie Games, Saturday Night Pulled Pork Dinner, the Ugly Sweater 5K Fun Run/Walk, Silent Auction, Kids Raffle and lots of entertainment throughout the two-day festival! In 2025, the 46th Annual Alpine Holiday will be held November 14-15, 2025. In 1980 Columbus Catholic High School parents organized and held the first event centered on a ski swap to raise money to maintain a teaching position. The event was so successful and FUN that the ski swap has expanded and become known as Alpine Holiday. Over the years it grew into a huge community social event. Friends, family, alumni, and anyone looking for FUN were invited and packed the building. Everyone works hard to turn the school into a winter wonderland. Today, we continue to bring back the camaraderie, the community, and the FUN in full force: a pancake breakfast, delicious desserts, our ever-popular calendar raffle (and the \$10,000 Grand Prize), non-stop entertainment, and so much more! Stay connected all year long by joining our Columbus Catholic Schools Alpine Holiday Facebook page and/or sign up for our e-newsletter. We can be reached at 715-387-1177 ext. 3300, giving@columbusdons.org and www.columbuscatholicschools.org.



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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
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

East Gate Alliance Church

2203 E. Becker Rd.
Marshfield, WI 54449
715-387-3654
Sunday Worship - 10:30am
www.eastgatealliance.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
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First Presbyterian Church

200 S. Lincoln Ave.
Marshfield, WI 54449
715-384-2484 • fpcmarshfield.org
Sunday - 9:30 a.m.
All Are Welcome....Seriously, All.

Good Shepherd Lutheran Church

502 W. McMillan St.
Marshfield, WI 54449
715-387-2731
gslcwi.office@gmail.com
www.facebook.com/gslcwi
www.goodshepherdlutheranchurch.blog

Grace Lutheran Church (LCMC)

11284 Hwy 10 West
Marshfield, WI 54449
(Approx. 8 mi SW of Marshfield)
715-676-2753
Sunday Worship 9:30 a.m.
www.gracemarshfield.org

Hub Life Church

106 W. 1st St., Marshfield, WI 54449
715-898-1251
Sunday Worship 10 a.m.
www.hublifewi.com

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

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1413 South Felker Ave.
Marshfield, WI 54449
715-387-1004
See our website for service
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 & Thursday - 8:00am
Saturday - 4:00pm
Sunday - 8:00am & 10:00am

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 Church

1101 S. Central Ave., Marshfield, WI 54449
715-384-3213
Wednesday & Friday Mass at 8:00 a.m.
5:30 p.m. Mass on the First Friday of the month with Confessions at 6:00 p.m.
NO 8:00 a.m. Mass on the First Friday
Sunday Mass at 8:00 a.m.
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.
www.stjohnsmarshfield.org

St. Pauls United Church of Christ

1310 E. 8th St.
Marshfield, WI 54449
715-387-4800
Sunday-9:30 a.m.

Trinity Lutheran Church & School

9529 State Hwy 80
Marshfield, WI 54449
715-676-2121
trinitymarshfield.org
facebook.com/trinitymarshfield/

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.



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Large Hall	3,100	300

BELVEDERE SUPPER CLUB

715-387-4161

203630 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

715-207-0295 or 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

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2700 S. Central Avenue, Marshfield, WI

hotelmashfield.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

AMERICINN BY WYNDHAM

715-502-5151

114 E. Upham Street, Marshfield, WI

wyndhamhotels.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

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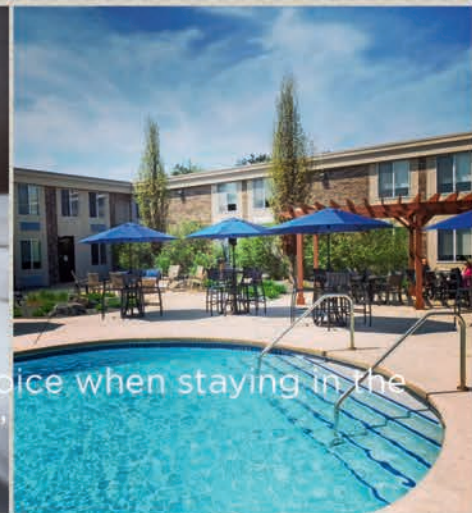
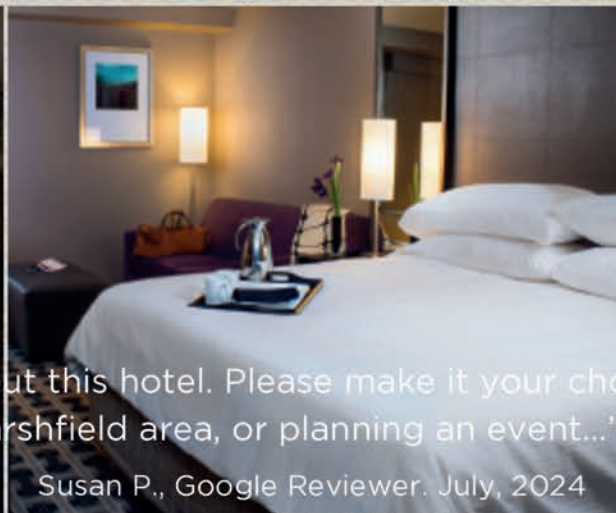
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*Seating capacity varies on arrangement of tables and/or chairs



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Susan P., Google Reviewer. July, 2024

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