



# WOOD COUNTY SUPPORTS UTV BOOM WITH NEW TRAILS AND ROUTES

Local economies benefit from the newest outdoor trend

UTVs are the hottest outdoor trend and Wood County is making strides to further the pastime's growth in Central Wisconsin. In June 2019, the county opened 42 miles of on-road routes and 7 miles of off-road trails for UTV/ATV use. Three months later, they announced 10 new ATV/UTV campsites in Pittsville's Dexter Park and more than \$400,000 in grants that will fund route and trail maintenance.

"The new routes and campsites demonstrate Wood County's commitment to growing off-road tourism," says Scott Larson, Executive Director, Marshfield Area Chamber of Commerce and Industry. "It's a growing trend throughout the state and, with UTV registrations approaching the 400,000 range nationally, we must take advantage of the growth and cater to it in order to bring visitors to our area."

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

"A study from the County Highway and Planning Departments estimated the economic impact of the new routes to be around \$355 to \$427 per visiting rider," says Matt McLean, Director, Visit Marshfield. "Not only are these developments a great asset for avid riders, but they will invigorate local businesses by increasing traffic from an under-tapped group of visitors and consumers."

A 2011 case study of the Cheese County Trail in southern Wisconsin found that the total combined spending of all trail users exceeded \$15 million during the 12-month study. 86% of that amount was from non-local trail users. A similar 2015 study in Jackson county estimated the impact to be between \$7.6 million and \$9.2 million annually.

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

**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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## 5 TIPS FOR CHOOSING THE RIGHT UTV

**Looking to get in on the UTV trend? There are a number of things to consider when shopping for a UTV. 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.
- **LEISURE:** Looking for a vehicle to drive around the campground or drive leisurely down trails or UTV-approved roads? The Kawasaki SX™ is an affordable choice that still performs.
- **WORK:** Need a workhorse to help with yardwork, hauling or farm chores? The Polaris Ranger has been the #1 trusted vehicle by farmers, hunters, and homeowners for 10 years straight. The Kawasaki Mule™ is also a great work machine. Looking for a more economical version? The Ranger 500 or the Kawasaki Mule Pro-FX are both worth taking a look at.
- **I WANT IT ALL:** If you are looking for work and play – chores and trail riding – the Polaris General or Yamaha Wolverine are great options. With towing performance, a dump box 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:** You'll want to think through how many passengers you want your side by side to accommodate. Models have 2, 3, 4 or 6-seat options.
- **TECH:** Some brands now offer GPS and touch screen systems 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 even log service.
- **BELLS AND WHISTLES:** You can customize your side by side in a number of ways:
  - o Heavy trail rider going on longer excursions? There are luggage or storage accessories you can add to your machine.
  - o Avid hunter? Brands now offer gun racks and cases that attach to your machine to keep your gun or bow stored safely and out of the elements while you ride.
  - o Looking for music or comfort? Other add-ons include sound systems, cab upgrades, heat and even air conditioning.
  - o Sick of hefty snow plowing bills? Don't forget to ask about plow and cab packages for your work machine.