

## **Brenda Ayers**

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**From:** Amy Onofrey <amyonofrey@gmail.com>  
**Sent:** Friday, August 5, 2022 5:42 PM  
**To:** Brenda Ayers; Heidi LeHew  
**Subject:** Ice Age Trail Report - Economic Development Committee

Brenda and Heidi,

Here is the Ice Age Trail - Lodi Valley Chapter report for the Economic Development Committee.

In July, the City of Lodi, Lodi Library, Lodi-Lake Wisconsin Chamber of Commerce and the Ice Age Trail Alliance - Lodi Valley Chapter dedicated the new 6-panel kiosk and a bench at Doctor's Park.

The Mammoth Hike Challenge, in which outdoor enthusiasts visit Ice Age Trail Communities throughout October, increases tourism in Lodi. Last year about 500 recorded a visit here, with many more visitors who didn't submit their visit log. This year's challenge is 42 miles. On August 24, Lodi as a destination will be featured in a statewide, Chicago and Minneapolis-area social media post. On Wednesday, September 21, from 6 - 7 p.m. a Zoom presentation for registrants will feature Lodi and four other communities. We would like to offer the City of Lodi or Chamber the opportunity to speak at the webinar.

If the City and Chamber would like to collaborate on an October event, let us know. Maybe a 1.5-mile, 1.5-hour guided walk through Lodi to celebrate 150 years.

Submitted by Amy Onofrey  
Coordinator, Ice Age Trail Alliance - Lodi Valley Chapter