

January 2025 Report For the Economic, Finance and Human Resources Committee

Ice Age Trail Alliance - Lodi Trail Community Report

The Ice Age Trail Alliance held a webinar on the economic impact the Mammoth Hike Challenge had on trail communities. To recap, in order to complete the challenge, participants hiked 44 miles on the Ice Age Trail and visited 3 trail communities during October. There was a record breaking 9,180 registrations statewide. The Ice Age Trail Alliance had a robust social media marketing campaign highlighting each trail community. Statistics from the marketing campaign showed Lodi, on Facebook, had 9,139 impressions (those who saw the 30 second ad), and 256 engagements (interactions that include likes, comments and shares). From the completion forms returned, Lodi placed 6th most visited out of 24 trail communities. Survey results from 49 percent of completion forms submitted showed \$140,137 spent on lodging, \$252,562 on meals, \$195,362 on gas and other shopping for a total economic impact of \$588,062 spent in trail communities.

On December 28th, the *Wisconsin State Journal* had a 2 page article with a front page lead about Lodi Schools and the Ice Age Trail titled, *Long partnership leads to official designation*. The article focuses on the Lodi School District becoming the first K-12 Ice Age Trail Campus in the state.

In addition, a segment of the Wisconsin Public Radio show *Wisconsin Today* will feature the partnership between the Lodi Chapter of the Ice Age Trail and the Lodi School District with the district ultimately becoming a K-12 Ice Age Trail Campus. The pre-recorded interview with long time Ice Age Trail volunteer Bill Welch and high school student Juniper will air Friday, January 17 at 9:40 a.m.

Submitted by:

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