

ORA Trails 2021 *Year in Review*



Thank you for an incredible 2021!

Like any tale of growth, the story of ORA Trails has a few key inflection points. 2021 will forever be remembered as one of those moments in time. This was the year that our board and leadership witnessed the positive impact access to the outdoors was having during the pandemic. Inspired by the enthusiasm of the new Gateway Trail System at Grandad Bluff, we took a leap into the unknown by hiring a full staff! Over the last year this has allowed us to improve all of our operating systems, which means WE GET MORE DONE. We were able to push two community trail projects from start to finish, providing a new hiking trail connecting Lower Hixon Forest to the ever-scenic Miller Bluff as well as providing an off-street connection from the Gateway Trails to points east along Grandad Bluff Road. Our increased capacities have allowed us to empower volunteers to dream big. By working with Community Champions we can get more projects and programs up and rolling. We can coordinate effective education, training, and planning framework that equip us to accelerate our growth and bring our mission to the masses. Our mission is to build healthy, happy, and resilient communities by providing equitable and sustainable access to outdoor experiences.



My relationship with ORA Trails is old enough to have a driver's license and I couldn't be more proud of the organization it has become. I got involved a decade and a half ago as a volunteer and have grown personally and professionally alongside the hundreds of committed staff, community partners, and other volunteers since then. — *Jed Olson, Executive Director*



As always, our biggest asset is our volunteers and community supporters. It is the many hands and minds who set to work improving our community that allow us to reach out and build up. We have just welcomed in a phenomenal batch of new board members as well as bringing on an events and programming position. 2022 will be a year of "more"... more volunteers, more municipal partners, and more projects. More importantly, it means more smiling faces, more breaths of fresh air, more grass-stained knees, more worn hiking boots, and more blufftop sunsets. We cannot say "thank you" enough to all those who support our impact, but we'll try. You have allowed us to grow up in the best community in the world.

Jed Olson

ORA Board Updates

We at ORA are supported by an incredible Executive Board. We want to thank the members who have served for all of the time and energy they put into the organization to support our mission!

Special thanks to Outgoing Members:

Rick Diermeier | Lisa Young | Andrew Steger

Continuing Members: Randi Pueschner | Scott Cooper

Carrie Leonard | Mike Borst Ralph Heath | Paul Mclellan | Jeremiah Burish |

Emeritus Members: Kurt Schroeder | Augie Weber

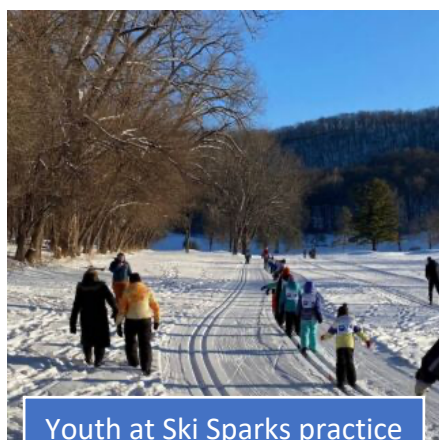
We are also excited to welcome several new members to help us continue to grow and thrive!

New Members: Michael Bluske | Kessa Greendeer | Josh Blum | Steve Dawson | Aaron Koepke
Derek Nordeen | Tia Sneath | Dawn Burg | Stephen Cohen | Sam Bachmeier



Our Volunteers are incredible!

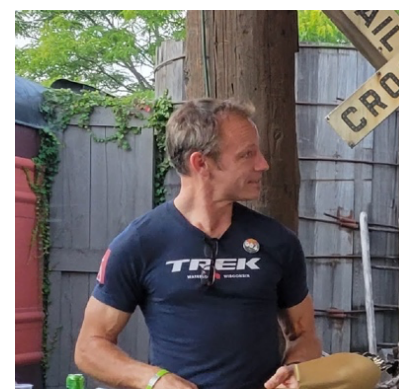
- 2600 hours of trail maintenance
- 423 unique volunteers
- 570 hours of clean up
- 15,000 pounds of trash removed
- 28 people trained on TrailMaster and chainsaws
- 10 different group trail maintenance events
- 950 km of grooming on ski trails
- 174 downed trees removed



Youth at Ski Sparks practice



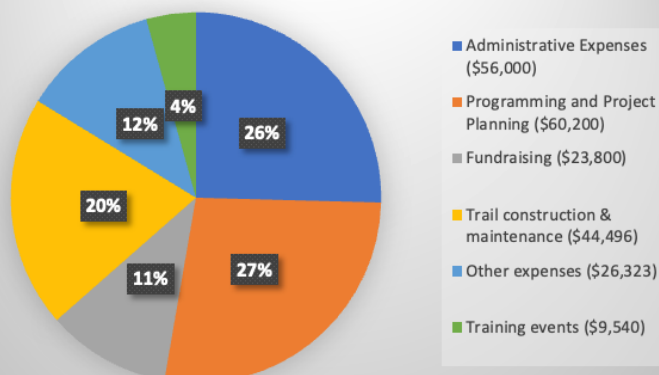
Trail workers in action



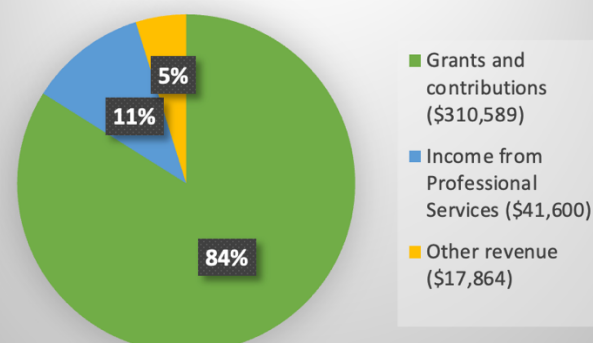
Josh Shively, Volunteer of the Year

2021 Financial Update

2021 Expenses



2021 Revenue



2021 Year in Review



Gateway 1.5 Shared Use Connector Trail

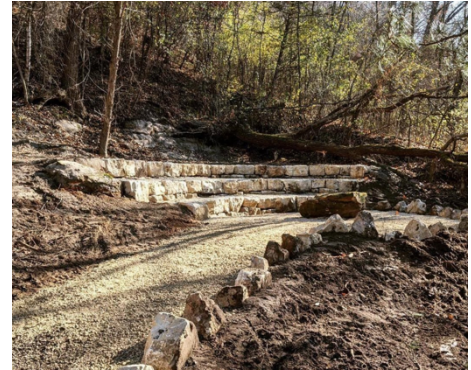
- Half mile of shared use trail connecting the existing Gateway Trails to Hixon Forest while avoiding pedestrians sharing the road with cars

Miller Bluff Hiking Trail and Bluff Pass Trail Revitalization

- Uplifting and re-routing the existing Bluff Pass Trail to modern trail standards
- Adding 1 mile of hiking trail connecting Lower Hixon Parking lot to the iconic Miller Bluff overlook

Chad Erickson Memorial Park

- Meditation Zone - with Mcloone Metal Graphics
- Outdoor Classroom - with Rotary La Crosse - East
- Story Walk in conjunction with the La Crosse Library
- Memorial Benches generously donated by the Schilling family, and help with the install by Cole Schilling (Eagle Scout)



Community Events

- Lueth Park and Miller Bluff Community Cleanups
- Party in the Park

Youth Programs Supported

- La Crosse Area Mountain Bike Team
- SkiSparks Youth Ski Lessons

Upcoming Events! Save the dates and keep your eyes peeled for more great things coming!



Keep an eye on facebook.com/ORATrails and oratrails.org/calendar/ for upcoming events!

We even do 'fun' things like [give away entries to Marji Gesick](#) – [follow us](#) for more!