




T R A I L S

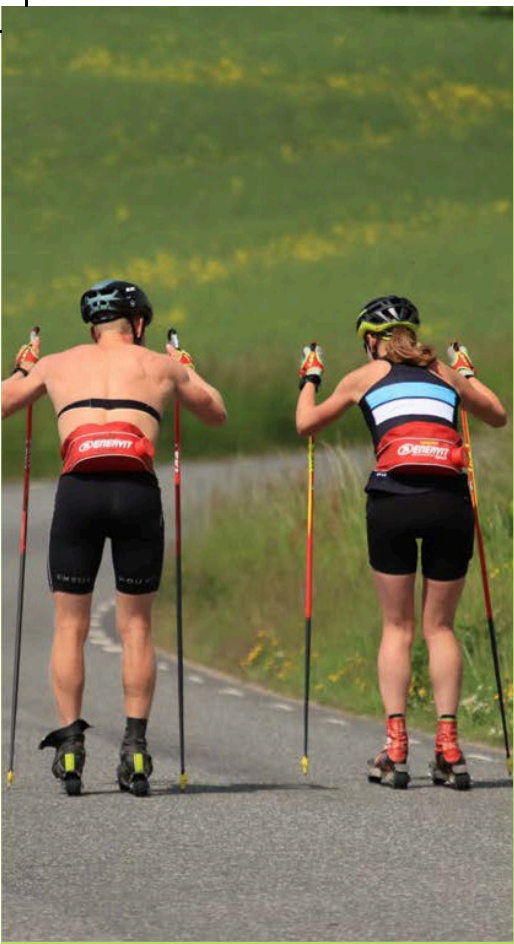
GROW OUR FUTURE

Trails Connect Communities

Community Trail Farm



"We in the United States are leading such busy, strenuous lives that recreation has become an absolute necessity. We are in a hurry all the time. If we are going to keep pace with our civilization, we must give the public an outlet in the great outdoors." - Louis H. Pammel, 1924




**Dedicated to
building
happy,
healthy, and
resilient
communities,**



**by providing access to equitable
and sustainable outdoor
recreation experiences.**



Community Trail Farm



A place to gather. A place to be... and maybe... just maybe... people from different backgrounds, different experiences, and different perspectives use this special place together, **realizing we have more in common than we thought?**

ORA Trails has cultivated the opportunity to protect a beautiful parcel of land just one mile east of La Crosse, in the Town of Shelby. With hundreds of acres of forests, fields, and streams and in close proximity to neighborhoods, businesses, schools public transit, and other public lands, it will truly connect our community to itself and to the outdoors. The unique location represents a key opportunity to protect and celebrate multiple facets of local history and culture. Focusing on conservation, recreation and education, this is a once in a generation opportunity to develop a robust network of shared-use trails and amenities needed to lower the barriers to getting more people outside. Through strong partnerships, we can bring this project to reality.

Why ORA Trails?

ORA Trails has built a progressive model of public/private partnerships that leverage community assets to cultivate growth. ORA Trails provides an innovative framework to make connections and fill gaps. We help communities improve quality of life and meet wellness, ecological, economic, and recreational goals through meaningful outdoor projects and programs. With knowledgeable and experienced staff and volunteers, we have become a regional leader in volunteer-led trail and forest work, making nature a part of everyone's life.

Benchmark Components

Advance the goals of the ***The Blufflands** - A Plan for Conservation and Recreation Throughout the La Crosse - La Crescent Region.*

Restore and **rewild** forests, streams, prairies, and bluffs for public enjoyment.

Build **10-15 miles** world class trails to **connect** the La Crosse area community to nature and to **each other**.

Provide a platform to **welcome users** into **nature** and to provide **education** on cultural, historical, and ecological significance of the site and surrounding area.

How will this help our community?

The benefits of safe, outdoor recreation spaces that provide room for active movement and creativity are well known. We've all experienced that feeling in one way, shape, or form even if just once, for a brief moment. Increasing the amount of green space that's accessible to all bodies is a top priority for this project.

The inclusion of all abilities is a top consideration of all aspects of the project's infrastructure and programming improvements. Increased accessibility will remain at the front of mind throughout the design process. Natural Materials and sustainable practices will be required whenever possible.



Trail Farm Objectives

Equitable Access

welcoming the full spectrum of the community

Education Facility

learning at the core of spaces and activities

Restoration/ Recreation Laboratory

develop and display best practices in land and recreation management

Progressive Outdoor Gateway

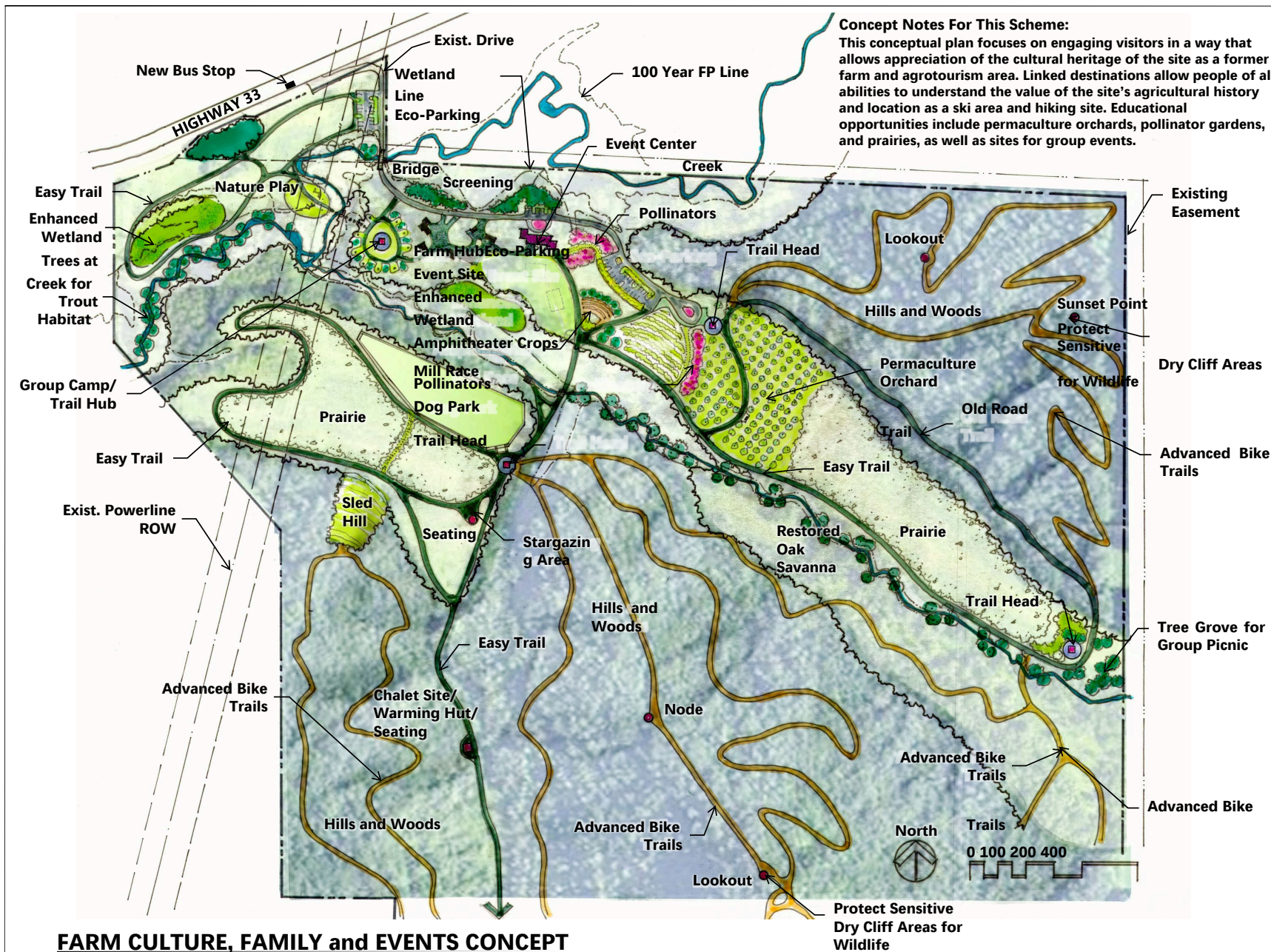
encourages discovery and exploration for new outdoor users while providing structured growth opportunities for skill development

Outdoor Recreation Economy

demonstrates the power of the outdoor economy and leverages it for community growth

Food Sovereignty/ Incubator

celebrates the various foodways of our region



www.healthyenvironmentsdesigned.com

1836 W. Fond Du Lac Ave, STE 100
Milwaukee, WI 53205

ORA TRAILS
Highway 33
La Crosse, WI

JS/HG/KS March 2024

Conceptual Site Scheme B

L1.2



Opportunities to Deepen the Experience

Education programming and facilities: School forest, group campsites, interpretation center, field lab/demonstration center

Camping and lodging: Walk-in camping, group campsites, guest house lodging, hut camping with trails to existing and future hike and bike routes

Equipment rental: Skis, snowshoes, bikes, hammocks, etc.

Sustainable transportation: MTU bus stop, pathway connectors between Shelby and La Crosse

Artistic Expression: Sculpture gardens/trail, outdoor performing arts venue

Athletic Venues: Cross-country running, skiing, and bike racecourses and training facility, athletic fields

Event and social venue: Weddings, family/group gatherings



Proximity to:

State Road Elementary 0.4 miles

Central High School 1.2 miles

Downtown La Crosse 3.5 miles

UW-L/Viterbo 3 Miles



Working Campaign Goal

# OF PLEDGES	GIFT RANGES	TOTAL DOLLARS	% OF GOAL
1	\$1,000,000-1,200,000	\$1,100,000	18%
2	\$500,000-1,000,000	\$1,850,000	31%
5	\$250,000-500,000	\$2,975,000	50%
12	\$100,000-250,000	\$4,200,000	70%
28	\$50,000-100,000	\$4,725,000	79%
36	\$25,000-50,000	\$5,025,000	84%
40	\$10,000-25,000	\$5,515,000	92%
105	\$5,000-10,000	\$6,002,000	100%
many	<\$5,000	\$6,050,000	100%+

ORA Trails wishes to fundraise the following:

- **\$2.5M** to secure site ownership
- **\$1.5M** for trail construction and restoration
- **\$1.2M** for site sustainability and amenity development
- **\$800,000** for project planning, management, and execution

The total Capital Campaign goal is **\$6M**

Take Action!

ORA Trails has always depended on our dedicated volunteers and generous donors. We're asking you to consider diving in, giving your time and treasures, and grow together.

Help us make a happier, healthier, more resilient community.

Trails truly do connect communities.



T R A I L S

"People are drawn by purpose. In careers, communities, and more, doing something meaningful and lasting can change the trajectories of lives. Purpose is how we recruit amazing people to the La Crosse area and keep them here. Purpose is how we can build the Trail Farm into a truly special destination for generations to come."

-Heather S.

**GROW OUR FUTURE.
TRAILS CONNECT COMMUNITIES.**

FUND OUR FUTURE
Trails Connect Communities

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🌐 ORATrails.org/trail-farm

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