
MINOCQUA
WINTER PARK
EST. 1979

2023 / 2024
ANNUAL
REPORT

www.minocquawinterpark.org / (715) 356-3309 / info@minocquawinterpark.org

MESSAGE FROM THE BOARD PRESIDENT

My name is Chad Metzger, and I was elected as the President of the Minocqua Winter Park Foundation (MWPF) Board in June 2024. I'd like to introduce myself and share a bit about the important work we are doing.

I am a father of nine children, former member of the Lakeland Nordic Ski Team, volunteer trail groomer at Schelcht Lake Trail and a local business owner in the trash and recycling industry with over 30 years of experience. I share MWPF's vision and want to underscore my personal commitment to cultivating a premier year-round venue for the Upper Great Lakes community and all outdoor enthusiasts.

During the winter of 2023/24, the MWPF—along with many businesses in our community—experienced historic weather challenges resulting in a lack of badly needed and usually reliable revenues.

Despite the difficulties, we were incredibly successful in positioning the Foundation to improve year-round recreational activities and grow our long-term relationships with both the Town of Minocqua and the Lakeland Nordic Ski Team. We were also honored to be voted the #1 Cross Country Ski Resort in the 2023 USA Today 10 Best contest thanks to our world-wide supporters.

We are looking forward to the 2024/2025 season, and we are excited about the future of the Park and the Foundation. We are working on various projects and discussing capital campaigns to position the Park and Foundation for growth and sustainability in the years to come.

On behalf of the MWPF Board of Directors and Staff, we are looking forward to providing you with world class trails and recreation opportunities!

Chad Metzger

MWPF BOD President



Minocqua Winter Park is operated by the Minocqua Winter Park Foundation, a 501(c)3 corporation, in cooperation with the Town of Minocqua.

Board of Directors

Chad Metzger
President

Ken Aldridge
Vice President

Greg Popovich
Treasurer

Jo Horton
Director

John Hollander
Director

Hayley Ruch-Geiger
Director

Joe Handrick
Director

Vision

- Creating a premier silent sport venue for the upper great lakes' community.
- Providing cross-country skiing and other outdoor sports, arts, education, and entertainment.
- Fostering community growth and participation.
- Inspiring future generations to engage with the outdoors.

Mission

As the largest land-trust held conservation easement in the state of Wisconsin, we serve a community of outdoor enthusiasts through our trails, programming, and events. As a non-profit organization, we value a wellness lifestyle, personal growth, passion for cross country skiing and other outdoor sports, and the operation of a venue that enriches the Lakeland Community by providing diverse experiences of unparalleled quality.

Goals

- Maintain a secure financial structure.
- Offer varied outdoor sport and recreational activities.
- Increase community outreach by fostering positive, productive relationships.
- Develop and maintain the Minocqua Winter Park facility with current emphasis on snowmaking, the chalet, and mountain biking.

Staff

Andrea Simenstad
General Manager

Barb Blow
Trails Manager

Erin Blow
Recreation Manager/Communications

Dennis Blow
Disc Golf Manager/Trails

Stephanie Martin
Accountant

Consultant

Kris Sprinkmann
Event & Sponsorship Consultant

Seasonal Staff

Missy Kerler
Chalet Manager

Nate Erno
Trails

Ryan White
Trails/Groomer

Jason DeVries
Trails

Brian Ciske
Trails

Jean Ciske
Chalet Staff

Lauren Budleski
Chalet Staff

The MWP Foundation Works To:**Manage Land and Recreation Facilities**

- Preserve and protect over 100 km of trails on approximately 6,500 acres of land by partnering with 20+ landowners.
- Partner with the Northwoods Land Trust to manage a 3,200-acre conservation easement, the largest land-trust-held conservation easement in Wisconsin.
- Manage 620 acres of woodlands and associated trails owned by the MWPF.

Host A Diverse Array of Community Events

- Wisconsin Mycology Society Fungi Forays
- Northwoods Explorers Of Space And Astronomy Programs
- Minocqua Public Library Story Time Programs
- Venue for Girls On The Run 5k, Buck Rut Run 5k, and North American Dryland Dog Race Championships
- Northwoods Land Trust Guided Hike And Naturalist Programs

Provide Seasonal Activities and Races

- 4 Winter Candlelight Events
- Citizen Science Programs
 - Snapshot WI (DNR)
 - Bluebird Nest Box Survey (Bluebird Restoration Association of Wisconsin)
 - Midwest Crane Count (International Crane Foundation)
- 4 Seasonal Races + the first disc golf tournament!
- Trailside Amenities
 - Tea House / Nature Shelter
 - Self guided naturalist activities & 3 Storybook trails

2023/24 HIGHLIGHTS

WE ARE PROUD TO SHARE THESE MAJOR ACCOMPLISHMENTS

1

Signed a 20-year operating agreement with the Town of Minocqua, promoting a long-term partnership to enhance the Park and meet community wishes.



2

Became the official home of the Lakeland Nordic Ski Team by providing a base for team events, equipment maintenance, and storage.



3

Constructed and opened the 18-hole Squirrel Hill Disc Golf Course. In the first year, the course hosted 1,000+ visits, earning a rating among the top 25 courses in Wisconsin.



4

Formalized design plans for a pavilion at the Squirrel Hill Overlook. Groundbreaking is scheduled for Spring 2025.



5

Selected as the venue for the 2025 International Federation of Sleddog Sports (IFSS) World Championship Dryland Dog Races.



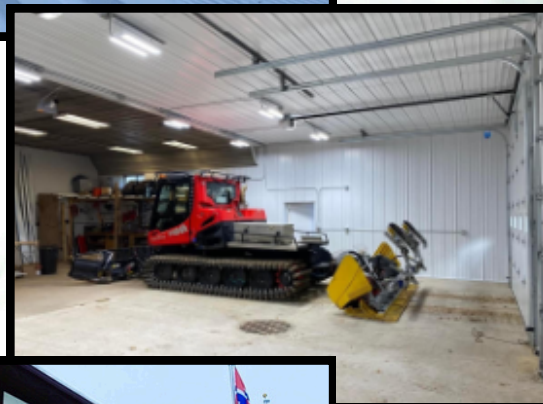
6

Voted #1 Cross Country Ski Resort in a 2023 USA Today 10Best Readers Choice contest.



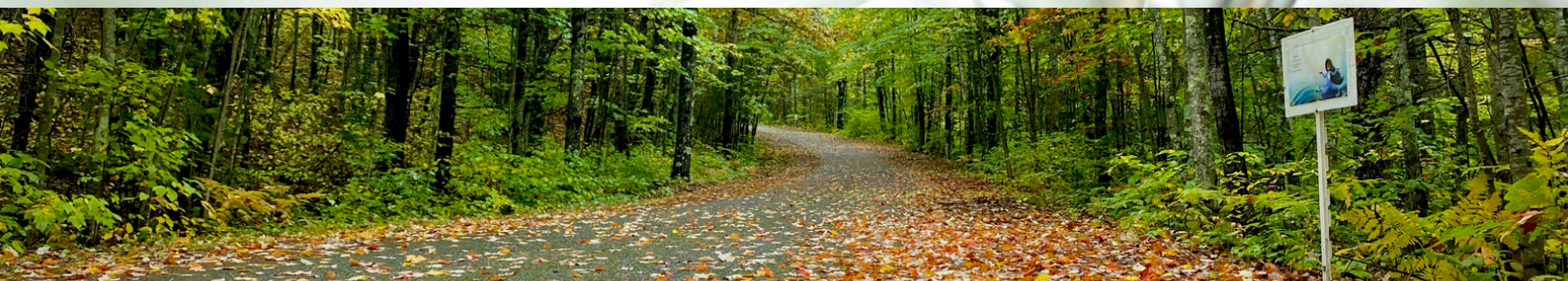
7

Completed the expansion project for the Equipment Maintenance Facility thanks to funds raised through the 2023 Raise The Roof campaign.



8

Continued engagement with peer institutions, like the American Birkebeiner Ski Foundation.





Thank you to the Park & Event Sponsors

Slumberland Furniture - Minocqua

Baird - The VMBR Group

IncredibleBank - Minocqua Branch

Black's Cliff Resort

Lake of the Torches Casino Resort

Lakeland Fitness & Golf

Thank you to our 315 members and many donors!

2023/24 MWPF FINANCIAL HIGHLIGHTS

- The implementation of a financial policy and streamlined financial reporting
- Invested in a US BANK Money Market and R.W. Baird Bond Fund
- Petitioned the State of WI and eliminated Sales Tax
- Engaged VanderBloemen Group as our outside CPA
- Develop a 10-year plan with the intent of establishing a Capital Campaign
- Paid down debt on Heavy Equipment
- Maintained a Healthy Balance Sheet

Minocqua Winter Park Foundation Income Statements

As of September 30, 2024

PROFIT AND LOSS			
INCOME			
Race/Event Income	30,461.00		33,534.00
Restricted Donations ¹	-4,645.00		200,961.00
General Donations	107,105.00		55,314.00
Trail Passes & Memberships ³	54,703.00		239,275.00
Interest Earned	1,577.00		
Gain (Loss) on Sale of Assets ²	57,000.00		12,500.00
Total Income	\$ 246,201.00	\$	541,584.00
COST OF GOODS SOLD			
Costs of Revenue	22,355.00		54,905.00
GROSS PROFIT	\$ 223,846.00	\$	486,679.00
EXPENSES			
Labor & Burdens	38,368.00		56,641.00
Trails & Equipment	10,290.00		29,821.00
Facilities	18,296.00		20,922.00
Insurance	15,035.00		13,806.00
Payroll Taxes	13,631.00		11,906.00
Advertising & Promotion	32,892.00		32,533.00
Office & Admin ⁴	112,370.00		117,566.00
Total Expenses	\$ 240,882.00	\$	283,195.00
Net Operating Income	-\$ 17,036.00	\$	203,484.00
Other Expenses			
Depreciation ⁵	60,935.00		60,281.00
Adjustments to Prior Years ⁵			-1,399.00
Total Other Expenses	\$ 60,935.00	\$	58,882.00
NET INCOME	-\$ 77,971.00	\$	144,602.00

**Minocqua Winter Park Foundation
Balance Sheet**

As of September 30, 2024

BALANCE SHEET	As of Sep 30, 2024	As of Sep 30, 2023
ASSETS		
Current Assets		
Total Bank Accounts	\$ 322,791	\$ 373,424
Total Fixed Assets	1,485,078	1,512,842
TOTAL ASSETS	\$ 1,807,869	\$ 1,886,266
LIABILITIES AND EQUITY		
Liabilities		
Total Current Liabilities	\$ 45,995	\$ 30,716
Long-Term Liabilities		
Notes Payable MF-1760 Tractor	14,824	30,564
Total Liabilities	\$ 60,819	\$ 61,280
Equity		
Retained Earnings	\$ 144,601	\$ -
Restricted Equity (see table below)	259,397	207,845
Unrestricted Equity	1,360,089	1,472,540
Net Income	(17,037)	144,601
Total Equity	\$ 1,747,050	\$ 1,824,987
TOTAL LIABILITIES AND EQUITY	\$ 1,807,869	\$ 1,886,267

MWPF Restricted Account Balances as of 30 September 24	
Full name	Balances
Youth Learn-to-Ski	\$22,508
Equipment Reserve Fund ² (Includes \$57,000 from Sale of Equipment)	\$79,350
MWP Endowment / Legacy	\$1,087
MWP Women's Initiative	\$457
Tower Fund	\$25,000
Squirrel Hill Improvement Fund	\$123,357
Building Fund/Raise the Roof	\$0
Disc Golf	\$2,875
Disc Golf Benches	\$976
Adopt-a-Flag	\$1,174
Memorial Bench	\$2,613
Total	\$259,397

¹Negative as moved \$17150.50 50 Something donations from Restricted to Unrestricted Funds

³Does not include \$15,500 Membership income deferred into 2024-25

⁴Office & Admin amount includes Director Salary and Severance Package

⁵Depreciation and Adjustments are added by Tax Accountant after end of fiscal year