

### *About Us*

The Fox-Wisconsin Heritage Parkway is a unique and varied landscape in the Midwestern United States. This area in Wisconsin, consisting of the Fox and Lower Wisconsin Rivers, encompass an assortment of history, inhabitants and folklore that are as diverse as its topography.

The proposed linear parkway slices diagonally across Wisconsin through parts of 15 counties following the Fox River from Green Bay to Portage and the Wisconsin River from Portage to the Mississippi River. It marks the route taken in 1673 by explorers Father Jacques Marquette and Louis Joliet.

"The Fox-Wisconsin Heritage Parkway highlights a key portion of Wisconsin history that needs to be preserved for future generations," U.S. Senator Herb Kohl said. "The development of the Mississippi and the West was due in part to the work of Marquette and Joliet, and it would be a shame for this piece of history to be lost as the years go on."

### *2014 Update*

Fox-Wisconsin Heritage Parkway Water Trail 2014 capital campaign is working towards raising \$650,000 for the installation of 15 ADA compliant accessible boat landings, related surrounding landings, portages, directional and place signage, project and construction management, and historical interpretation, for a per-unit cost of \$43,150.

Marketing will be handled directly through the Parkway.

***Won't You Consider Making A Donation... To Make A Change?***

### *How You Can Help?*

The Fox-Wisconsin Heritage Parkway Executive Committee and its affiliate organizations, sponsors and volunteers are asking for your help in keeping the Parkway's resources alive for the community of today and tomorrow. Show your support for the waterway and the opportunities it provides for health, education, preservation and economic development in Wisconsin ... **pledge your support today!**

### *To learn more or contribute to the Parkway's "Adopt-A-River-Mile" Pledge campaign:*

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# Fox - Wisconsin Heritage Parkway...



*Explore. Engage. Preserve.*

\*\*\*Photos Courtesy of Mark Hoffman and Steve Wagner



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Our State Has An Important Story To Tell

Two significant waterways, the Fox and Wisconsin Rivers, have a history that dates back more than 12,000 years, beginning with American Indian use. European explorers Father Jacques Marquette and Louis Joliet played an integral role in opening the water passage throughout the Midwestern United States when they encountered these mighty rivers.

You Can Help!

In July 2013, Fox-Wisconsin Heritage Parkway was awarded National Recreational Trail designation from the U.S. Department of Interior. Each of these National Recreational Trails provides millions of Americans, as well as foreign visitors, the opportunities to enjoy America's Great Outdoors. This trail will now be marketed on the National Park Service website and in their materials. Your support will keep these resources alive and accessible.



Get Involved

Similar to conservation efforts dating back to the 19th century, the commitment to sustaining this land remains strong today. Join the historic cultural sites, environmental groups, state and federal agencies and county, municipal and private sectors in support of the FWHP project - true collaboration that will allow each community within the Parkway to take ownership of its resources. *See the back of this brochure for more information.*



Where We're Headed

The incredible story of the waterway and its unique history, along with all of the new opportunities it presents, provides key reasons for every Wisconsin resident to get involved.

- 1. Opportunities for Healthy Living and Recreation - New trail systems encourage walking, canoeing/kayaking and other exercise and increase public access points for water usage and viewing.
- 2. Education for Our Kids - Your support helps chronicle the waterway's historical significance for future generations and teaches our children the importance of preservation.
- 3. Preservation Close to Home - Voluntary, non-regulated land and green space preservation to save wetlands, natural habitats and land parcels is a focus along with a coordinated effort to improve water quality.

Where We Started

After a 10-year undertaking, 17 lock sites - the historic structure the Parkway was built around and one of only two hand-operated systems in North America - were transferred and are being restored with anticipated completion date in 2014. A feasibility study was also submitted for NHA designation outlining opportunities to reuse and repurpose underutilized structures. It included ideas for historical interpretations, partnerships, park and water programs and scenic tours.



Where We Are Today

- Positive response from National Park Service on feasibility study.
- Green spaces within state-owned portions of the land have been better utilized to make trails and extend public access to the water.
- Four paddles portages were created on the Lower Fox River.
- July 30, 2010 - Bill introduced to Congress by Senator Herb Kohl and Congressman Steve Kagen to establish the Parkway as a National Heritage Area.
  - Bill was co-sponsored by Wisconsin Representatives Steve Kagen, Tom Petri, Ron Kind and Tammy Baldwin with support from U.S. Senator Russ Feingold.
- Draft legislation was introduced to Senate and House on August, 5, 2010.
- Interpretive firm hired to do Master Plan with completion in 2012.
- July 2013, Fox-Wisconsin Heritage Parkway was awarded National Recreational Trail designation from the U.S. Department of Interior.



Advance Your State's Tourism and Economic Development

One of the biggest impacts? The FWHP project will result in increased tourism, transportation and economic development as the area becomes a year-round heritage tourism destination. It will result in an overall boost to Wisconsin's economy by:

- Highlighting the versatility and abundance of natural areas.
- Promoting local events.
- Opening a water trail.
- Developing scenic routes.
- Providing outdoors enthusiasts with more recreational activities.
- In 2003 a study by the Travel Industry Association of America reported -
  - Heritage tourists spend an average of \$623 per trip compared to typical American tourists
  - Average tourist trip was 3.4 nights while heritage tourists stay the average of 5.2 nights.



*"These recent efforts provide an inspirational blueprint for the future and inform both public officials and volunteers of their continuing opportunity to shape the development of a very significant natural resource."*  
- Judge David T. Prosser Jr., Supreme Court Justice, Wisconsin Court System