

**NATURAL RESOURCES BOARD AGENDA ITEM**

**SUBJECT:** Nature Is Our Business

**FOR:** MARCH 2009 **BOARD MEETING**

**TO BE PRESENTED BY:** Elizabeth Kluesner, Nature is our Business Project Coordinator

**SUMMARY:**

Nature is our Business is a strategic initiative for the Agency within the Land Division. The reason this is of strategic importance is: coordinates our efforts to enhance outdoor skills education; builds on the financial investment of the Stewardship Program; recognizes future trends related to outdoor recreation; and gets more people outside doing the things that we believe in.

The goal of the program is to increase participation in outdoor recreation that depends on Wisconsin's world class natural resources. Nature is our Business is a comprehensive program that provides a full range of outdoor recreation opportunities and integrates outdoor recreation and green travel initiatives with local economies.

The Agency is working with two pilot areas to implement the first stages of Nature is our Business -- Jefferson County and the Lac du Flambeau Area Promotional Committee. The Department is working internally to develop the necessary Web infrastructure to develop a single consumer driven system for sharing information about where, when and how to enjoy outdoor recreation opportunities on state lands and that links with our local partners.

**RECOMMENDATION:** Information Item - No Recommendation Needed

**LIST OF ATTACHED MATERIALS:**

- No  Fiscal Estimate Required
- No  Environmental Assessment or Impact Statement Required
- No  Background Memo

- Yes  Attached
- Yes  Attached
- Yes  Attached

**APPROVED:**

*n/a*

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Bureau Director,

\_\_\_\_\_  
Date

*Laurie Osterndorf*  
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Administrator, Laurie Osterndorf

*3/16/09*  
\_\_\_\_\_  
Date

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Secretary, Matt Frank

*3/17/09*  
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Date