

A comprehensive update of the Master Plan for the Rib Mountain State Park was approved in late 2022 by the Wisconsin Natural Resources Board.

The approved improvements to the Park’s Master Plan include a comprehensive network of new trails for hiking, mountain biking and for multiple use. Additionally, a perimeter trail encircling the mountain, reintroduction of camping, a new nature center and the expansion of climbing options are also planned. Two new areas for skiing were also approved, including a new lift and ski trails to the east of the existing Cupid Lift and a new lift and ski trails to the west of the Dasher Lift.

“I taught each of my daughters to ski at Granite Peak and it was a wonderful experience, but there were some challenges.” said Matt Rowe, President of Ruder Ware LLC and Chair of the Greater Wausau Prosperity Partnership. “Because of the topography currently found at Granite Peak Ski Resort, introducing young skiers to this outdoor activity is difficult. Expansion to the west would allow for more gradual, family-friendly runs and expose this wonderful outdoor resource to a wider range of Wisconsin residents. I’m confident that this can be done with minimal impact to the natural area at Rib Mountain State Park.”

“The passing of the Rib Mountain State Park Master Plan with the additional approval of enhanced year-round access sets the vision

for the future of the state park and surrounding area.” said Jamie Polley, Director, Wausau and Marathon County Parks, Recreation and Forestry. “The addition of mountain biking and the expansion of outdoor recreation opportunities further advances the county’s desire to be an outdoor recreation destination. This Master Plan, in connection with local and regional park facilities, will improve the quality of life for residents, draw in visitors and grow the economic impact of central Wisconsin.”

The economic impact of the full implementation of the Rib Mountain State Park Master Plan is projected to achieve an additional \$26 million in economic impacts annually.

“With the approval of the DNR’s Rib Mountain State Park Master Plan, adding biking, skiing and trail options for outdoor lovers of all skill levels, it is becoming quite clear what makes our area unique; premiere outdoor recreation.” said Tim White, Executive Director of the Central Wisconsin Convention & Visitors Bureau.

“The adoption of the master plan sets the course for our community to create a robust mountain bike trail network at Rib Mountain State Park, including lift-access mountain biking at Granite Peak Ski Area.” said Aaron Ruff, President of the Central Wisconsin Offroad Cycling Coalition. “This is a historic step forward that will enable our community to become one of the premier year-round outdoor recreation destinations in the Midwest.”



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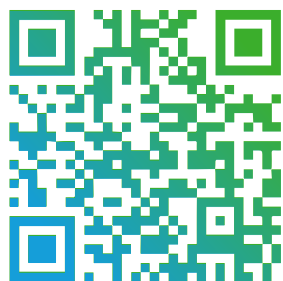
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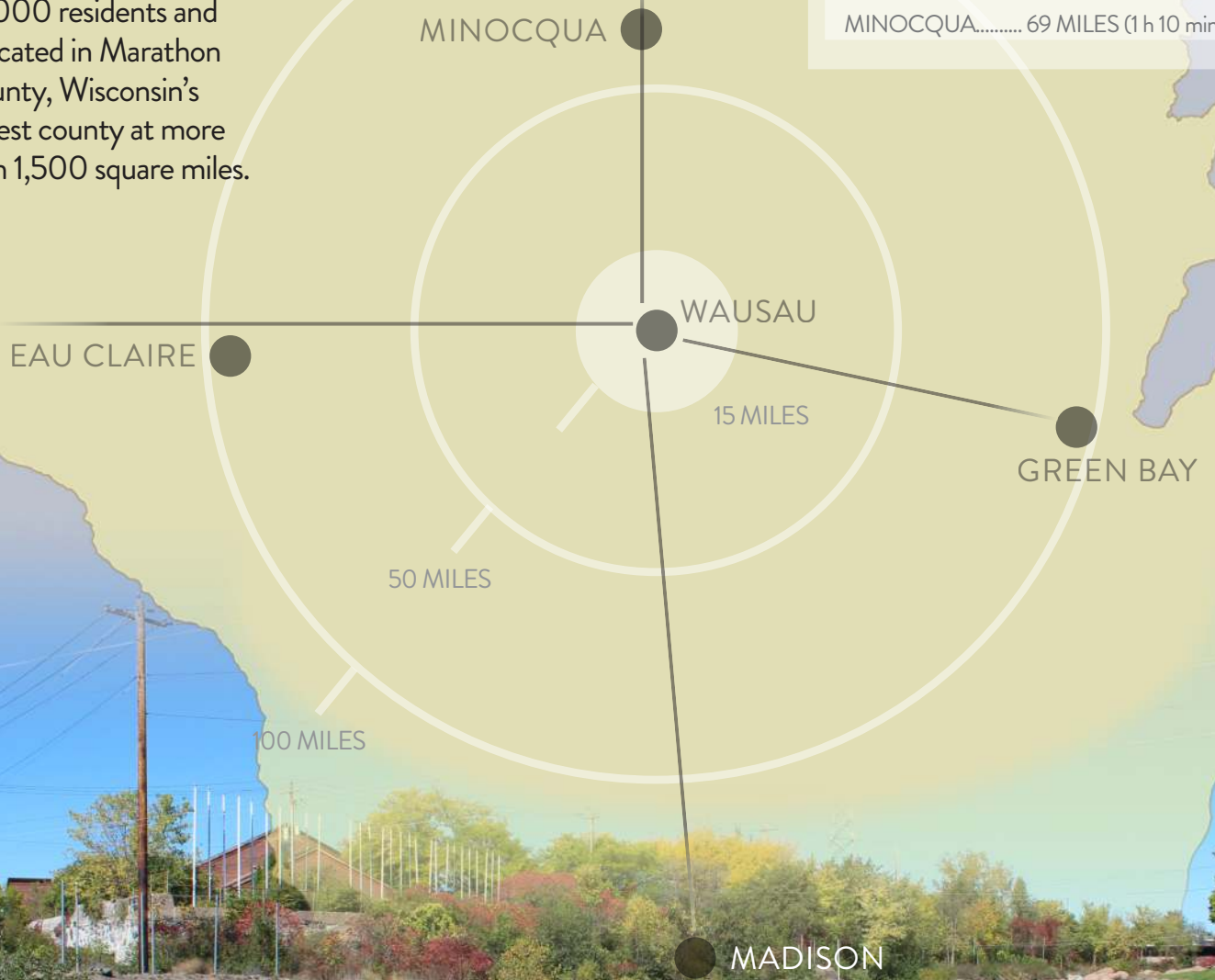
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A Central Location:

The Greater Wausau region is a metropolitan area of more than 79,000 residents and is located in Marathon County, Wisconsin's largest county at more than 1,500 square miles.

DISTANCE FROM WAUSAU:

DULUTH	238 MILES (4 h 11 min)
EAU CLAIRE	99 MILES (1 h 38 min)
GREEN BAY	97 MILES (1 h 38 min)
MADISON	143 MILES (2 h 16 min)
MILWAUKEE.....	188 MILES (2 h 54 min)
MINNEAPOLIS..	185 MILES (2 h 56 min)
MINOCQUA.....	69 MILES (1 h 10 min)



Wausau
Whitewater Park

Photo by Kelly Puntney



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