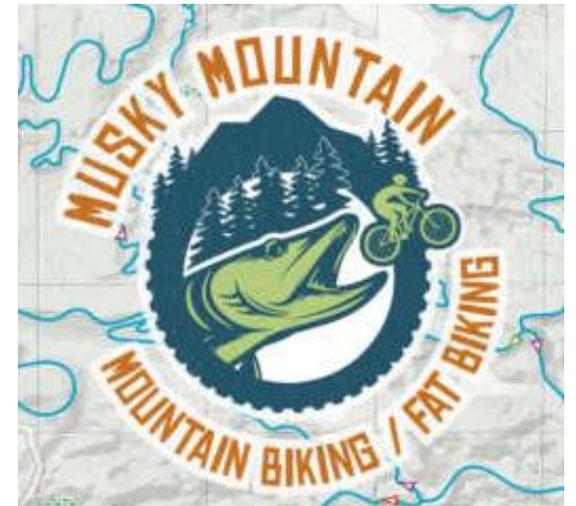


LAMBO

LAKELAND AREA MOUNTAIN BIKE ORGANIZATION

THE STORY OF LAMBO & THE MUSKY MOUNTAIN TRAILS PROJECT

Media Deck 2023



HELLO!

Thank you for looking this over.

In these slides we hope to share with you the history, the heart, the dedication & the amazing accomplishments of our LAMBO members, volunteers and supporters.

We want tell you about our 5+ year dream, the Musky Mountain Trail Project, now coming into fruition.

And finally, we want to ask you for your support. Please become a [Trail Sponsor](#).

Part 1: LAMBO

- Mission and Vision
- Origin Story
- Our Trails & Events
- Accomplishments & Other Cool Things
- Officers & Board Members



Part 2: MUSKY MOUNTAIN

- What?
- When?
- Why?
- How?
- and What Now?





LAMBO'S MISSION

The Lakeland Area Mountain Biking Organization, Inc (LAMBO) exists to promote mountain biking as a fun and healthy outdoor activity by building and maintaining great trails in the Lakeland Area:

Oneida and Vilas County, Wisconsin

Minocqua | Woodruff | Eagle River | Sayner | St. Germain



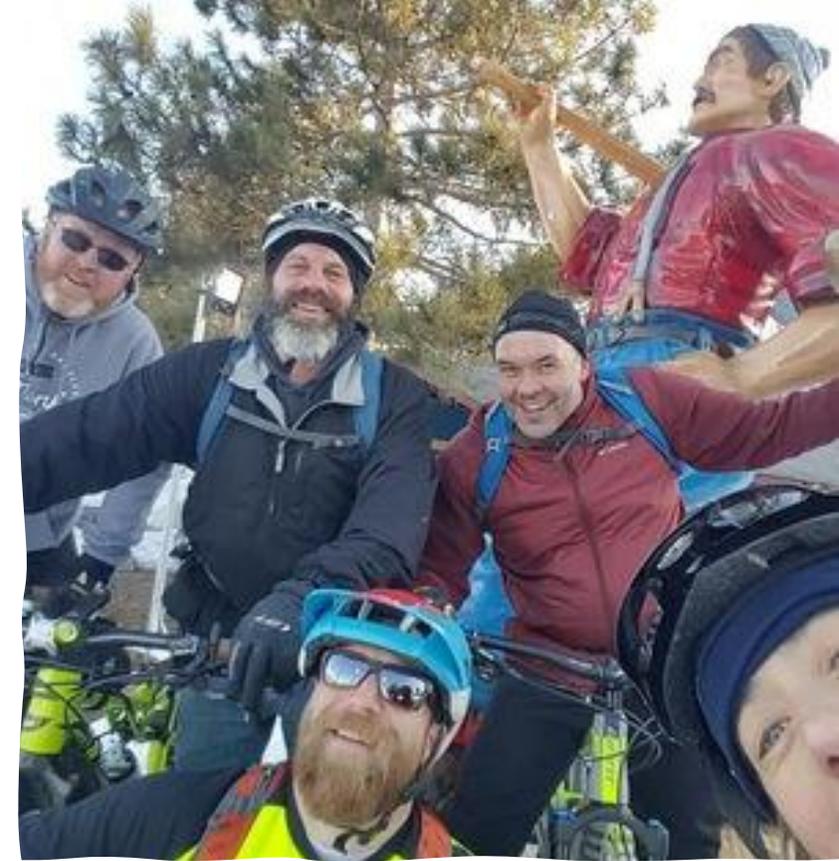
LAMBO'S VISION

LAMBO is about more than mountain biking trails. From cross country skiing and snowshoeing, to trail running and hiking, our members are enthusiastic about Silent Sports.

LAMBO will engage in positive public relations and promote the quiet, sustainable and healthy benefits of these activities. LAMBO will help identify trail maintenance and development needs in these areas and happily organize crews to develop, improve and protect trails. LAMBO will help communities identify, create and promote opportunities.

Through partnerships with local, state and federal government, and private interests, LAMBO will build and maintain sustainable trails for mountain biking and silent sports.

LAMBO believes that education, solid planning based on facts and science, goodwill, and the ability to share, will best protect and preserve the public resources and backcountry experiences for all users.



THE ORIGIN STORY



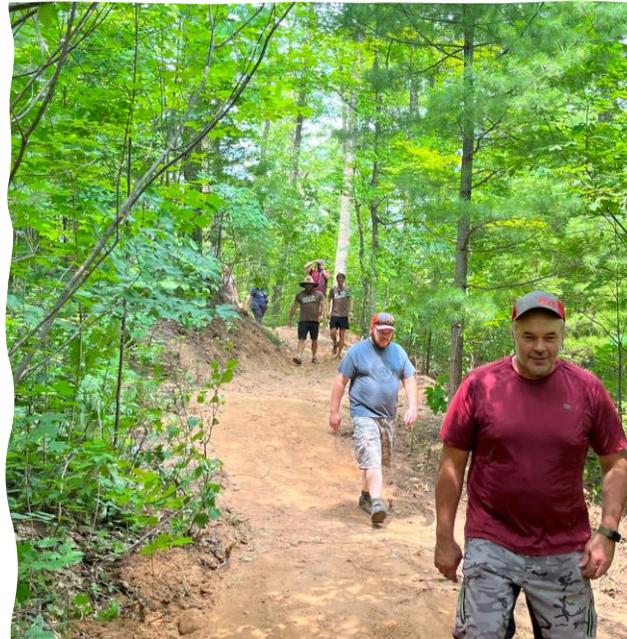
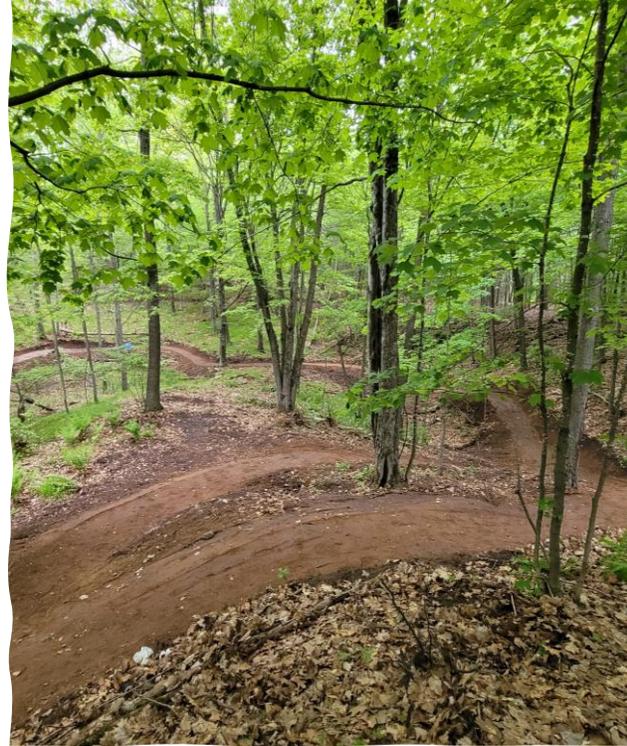
In the 90s mountain biking was just beginning to take off and soon bikers were riding hiking and biking trails in the area. To better co-exist with other trail users and be smart about development, LOBO was formed (Lakeland's Own Biking Organization). Members worked to mitigate erosion, foster relationships and collaborate with local agencies, including the Northern Highland - American Legion State Forest (NHAL-SF) as they enhanced the original 'LAMBO' trail, the Raven Trail.

With the subsequent rapid growth in the sport, LOBO realized stand-alone mountain bike trails were needed to reduce impact on other trails users and better develop the area as a destination for mountain biking. LOBO became LAMBO to better reflect it's revised mission and with partnerships and support from NHAL-SF, IMBA, the Town of Minocqua, Community Businesses and Members, and many others, LAMBO continues to grow in size and initiative.

LAMBO TRAILS

LAMBO now supports the Raven Trail at Clear Lake in Woodruff, WI; the Zip Trail in Minocqua, WI; Shannon Lake Trail in St. Germain, WI; Musky Mountain in Plum Lake, WI and Sucker Springs in Eagle River, WI.

These include hand-built, technical single track and machine-built flow, trails for all skill levels, groomed winter fat-biking trails, skills park and pump track, epic elevation (for Northern WI) and scenery. Many are groomed for winter use. Nearly 50 miles complete or in progress through 2025.



LAMBO TRAILS NESTLED AMONG LAKES, CAMPGROUNDS, COMMUNITIES AND OTHER TRAIL SYSTEMS

LAMBO TRAILS

*MUSKY MOUNTAIN

Hwy N and Plum Vitae Rd. Sayner, WI
15 miles of flow trail, and some hand-built technical lines.

RAVEN TRAIL

8420 Woodruff Rd. Woodruff, WI
8 miles of classic, hand-built and technical single track, and a skills course.

SHANNON LAKE

7365 Hwy G St. Germain, WI
8 miles of immaculately-groomed winter fat biking.

*SUCKER SPRINGS

7365 Hwy G St. Germain, WI
7 miles of flow trail and gravity features, room for more!

ZIP MOUNTAIN BIKING TRAIL

7849 US-51 Minocqua, WI
8 miles of year-round flow trail with easy - advanced features, including a pump track!

OTHER GREAT TRAILS

ESCANABA TRAIL

Nebish Lake Rd. Boulder Junction, WI

FERN RIDGE

Forest Ln. St. Germain, WI

MADELINE TRAIL

Rudolph Rd. Arbor Vitae, WI

MINOCQUA WINTER PARK

7588 Squirrel Hill Rd. Minocqua, WI

WINMAN TRAILS

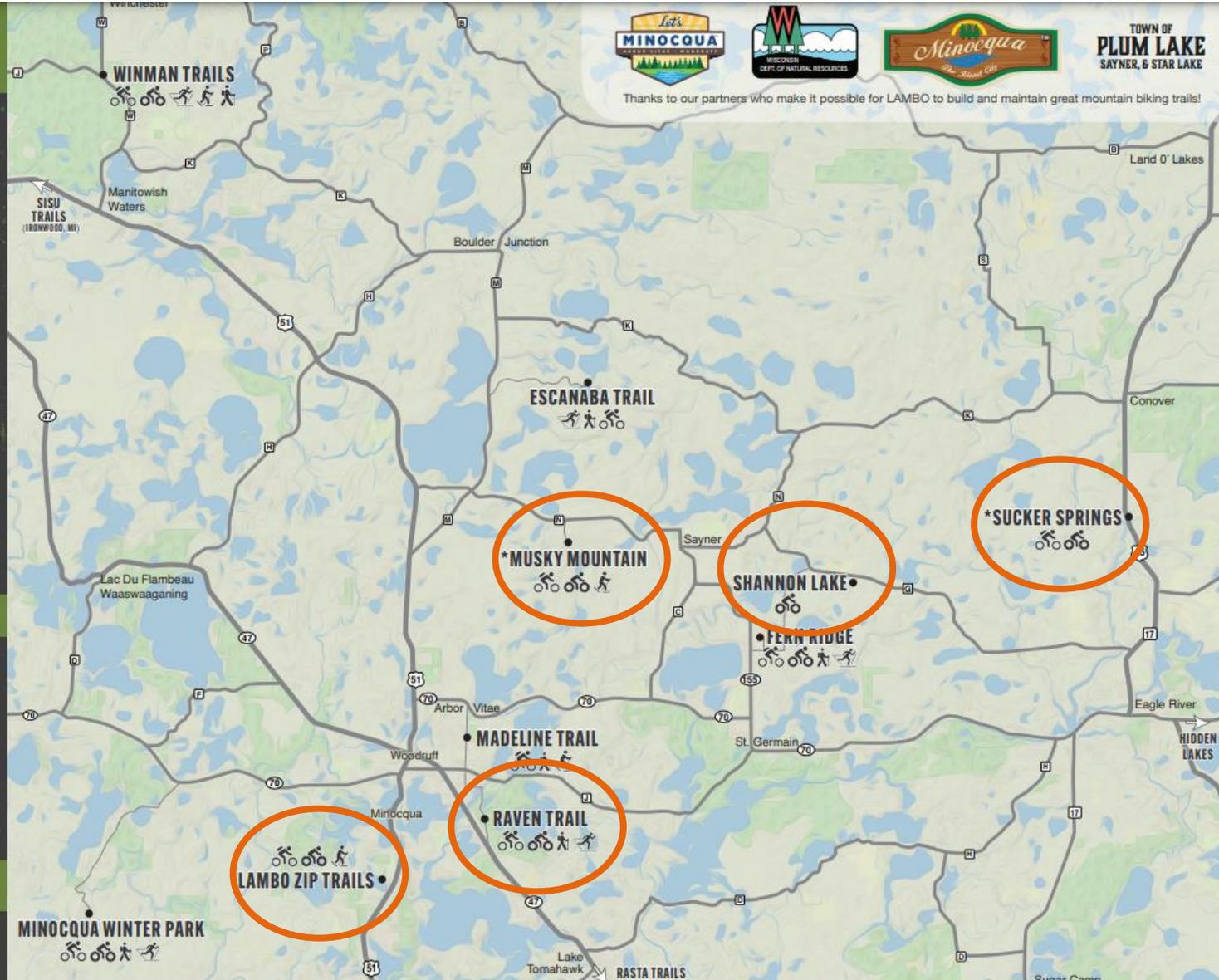
6870 County Hwy W, Winchester, WI

NEIGHBORING COMMUNITIES

WITH GREAT TRAILS

RASTA (RHINELANDER SILENT TRAILS ASSOCIATION)

SISU DIRT CREW (IRONWOOD, MI)



EVENTS

In line with our Mission, LAMBO has developed and continues to host a series of super fun, popular races and events including:

- Fatbikes by Candlelight at New Year's
- Fatathlon Fatbike & Cornhole Biathlon
- Rip, Zip & Sip Fatbike Race,
- InSayner Adventure Mountain Bike Race
- LAMBOO Haunted Trails

plus Group Rides, MTB Road Trips, Clinics, Trail Workdays and more.



COOL ADDITIONAL STUFF WE'VE GOT



- Skills Course at the Raven to encourage young and experienced riders to develop their technical trail skills. It includes ramps, jumps, skinnies, teeter-totters and more.
- Pump Track at the Zip to appeal to both young and old for skill and endurance building, all in a space where family and friends can hang out and watch.
- Storage Barn at the Zip, donated and subsequently built by LAMBO volunteers to house grooming equipment, trail building and maintenance tools, LAMBO merch and more
- Changing Room at the Zip for travelers to change in and out of biking gear in comfort
- Hang Out Space at the Zip for visitors, riders, volunteers, to sit around the campfire and enjoy the mountain bike camaraderie and community
- Merchandise showcasing Bryon Black Creative designs, including hats, socks, beanies, t-shirts, mountain bike jerseys, and socks

A FEW IMPRESSIVE ACCOMPLISHMENTS

Grants Awarded

- Minocqua Hotel Tax Grant in 2021, 2022 and hopefully 2023
- Peggie Post Mallery Wisconsin Conservation Fund 2021, 2022, and 2023



1st NSP Bike Patrol in Wisconsin

- In 2021 LAMBO was the first bike club to host a Bike Patrol under the auspices of the National Ski Patro.
- LAMBO Bike Patrol currently has 12 members, including both Outdoor First Care and Outdoor Emergency Care certified.



The Ravens Challenge

- In 2021 LAMBO launched the Ravens Challenge Race Series to include the 3 LAMBO race events.
- The best combined times from the Fatathlon; Rip, Zip and Sip; and the InSayer crowns the Ravens Challenge winners.



OTHER IMPORTANT STATS

Members

- >100 LAMBO Paying Members
- >800 Newsletter Subscribers
- >1900 Social Media Followers



Volunteers

- 3240 hours in 2022
- 1821 hours in 2023, YTD
- 57 active individual volunteers YTD



LAMBO Trail Dogs

- All trails are open to dogs to run with their humans off leash.
- Current LAMBO pups include Griff, Daisy, Juneau, Bracket, Brooks, Teddy, Snowy (retired), Charlie and Trilly.
- We fondly remember some of our favorite, beloved trails dogs - Ellie, Ranger, and Sophie.



CURRENT OFFICERS



Bryon Black
President



Perry Smith
Vice President



Joe Hrudkaj
Treasurer

Open

Open
Secretary

BOARD MEMBERS



Frank the Tank



Super Dan



Big Air Johnson



Mike O



Ty



Surly Sylvia



Food Guru Jason



the Silver Fox

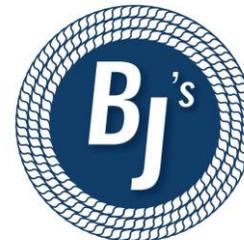


Kathy J



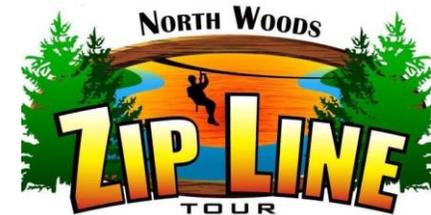
Andy

BUSINESS SPONSORS & SUPPORTERS



Trapp Electric

SPORTSHOP



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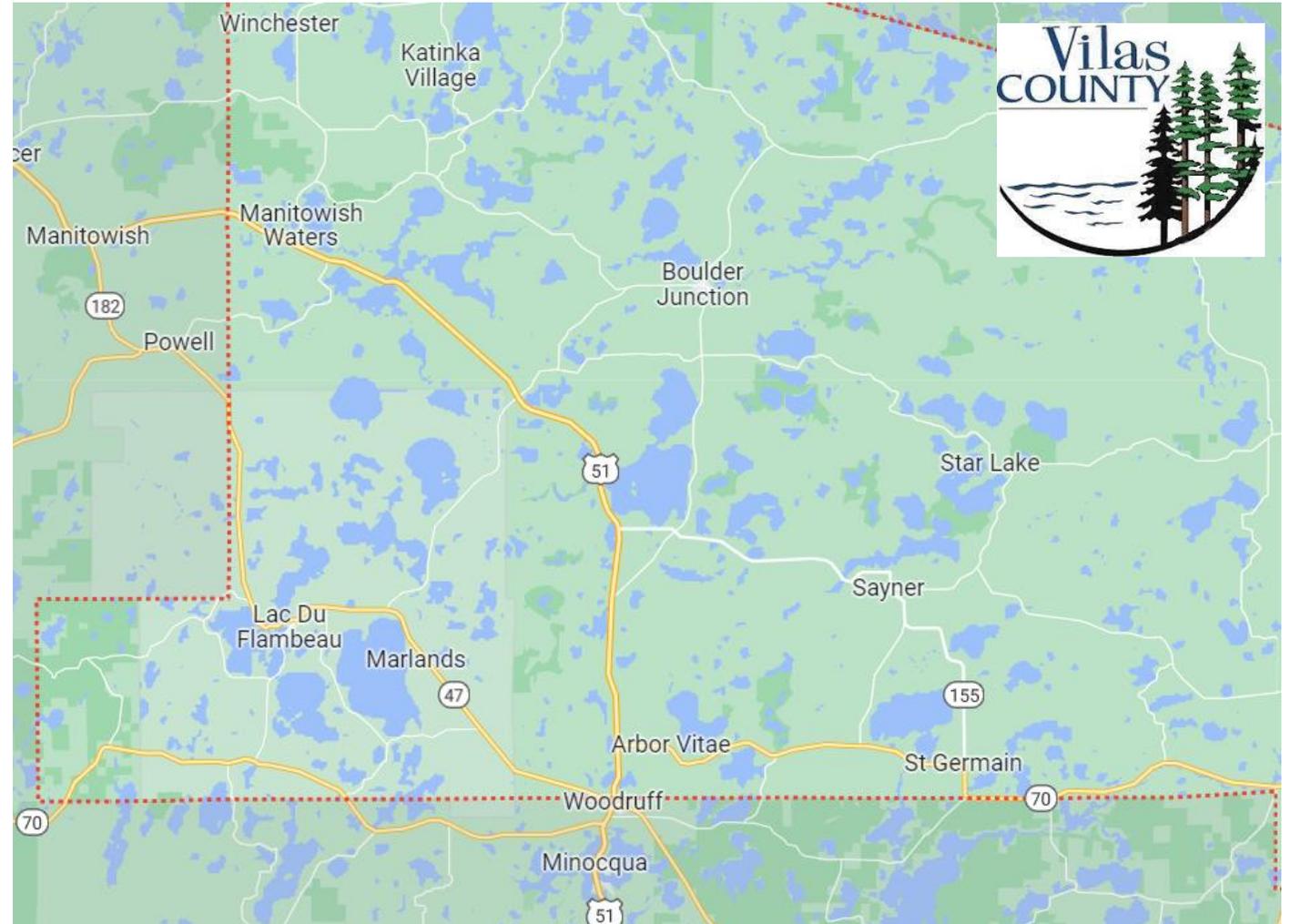
MUSKY MOUNTAIN TRAIL PROJECT

THE COLLECTIVE DREAM OF A LOCAL MOUNTAIN BIKE CLUB

Vilas County in Northern Wisconsin is special. With one of the highest concentrations of lakes in the world, it is a destination for many nature enthusiasts. And it is home to a number of small communities that rely on tourism to survive and thrive, especially through long, cold, harsh winters.

And the terrain! The glaciers left behind amazing landforms. The area has hummocky moraines, moraine embankments, debris outflow deposits (great material for trail surfaces), recessional moraines, deep kettles, long meandering eskers (fun ridge lines) and a great ratio of climbs to downhill.

What if we could build a national destination mountain biking trail system here? One that provides a self-sustaining, year-round experience for all ages, skills and abilities while keeping the community and environment in focus. One that would promote healthy lifestyles, benefit the towns, and encourage people to get outside and enjoy Wisconsin's great Northwoods all year long.



THE HISTORY OF MUSKY (MUS-SKI) MOUNTAIN

Many locals know the site as Mus-Ski Mountain, the name of a downhill skiing operation that operated from 1957 to 1970. LAMBO intends to honor the site's storied past by naming a series of downhill runs after the names of the ski runs that were located at the site. The landform's actual name, as indicated by the USGS marker from 1956, has always been Musky Mountain.



OPENING NEW YEAR'S

MUS-SKI MOUNTAIN

NEAR SAYNER and WOODRUFF, WISCONSIN



- NEWEST ALPINE J-BAR LIFT
- FIVE DOWNHILL RUNS
- RUNS UP TO 1,400 FT.
- 200 FT. VERTICLE DROP
- MODERN SHELTER HOUSE
- SUPERB ACCOMMODATIONS
- 1,860 FOOT ELEVATION

Wisconsin's Newest Major Ski Area!

SKYHIGH SKIING
OUT OF THE CLOUDS

Northern Highland
STATE FOREST

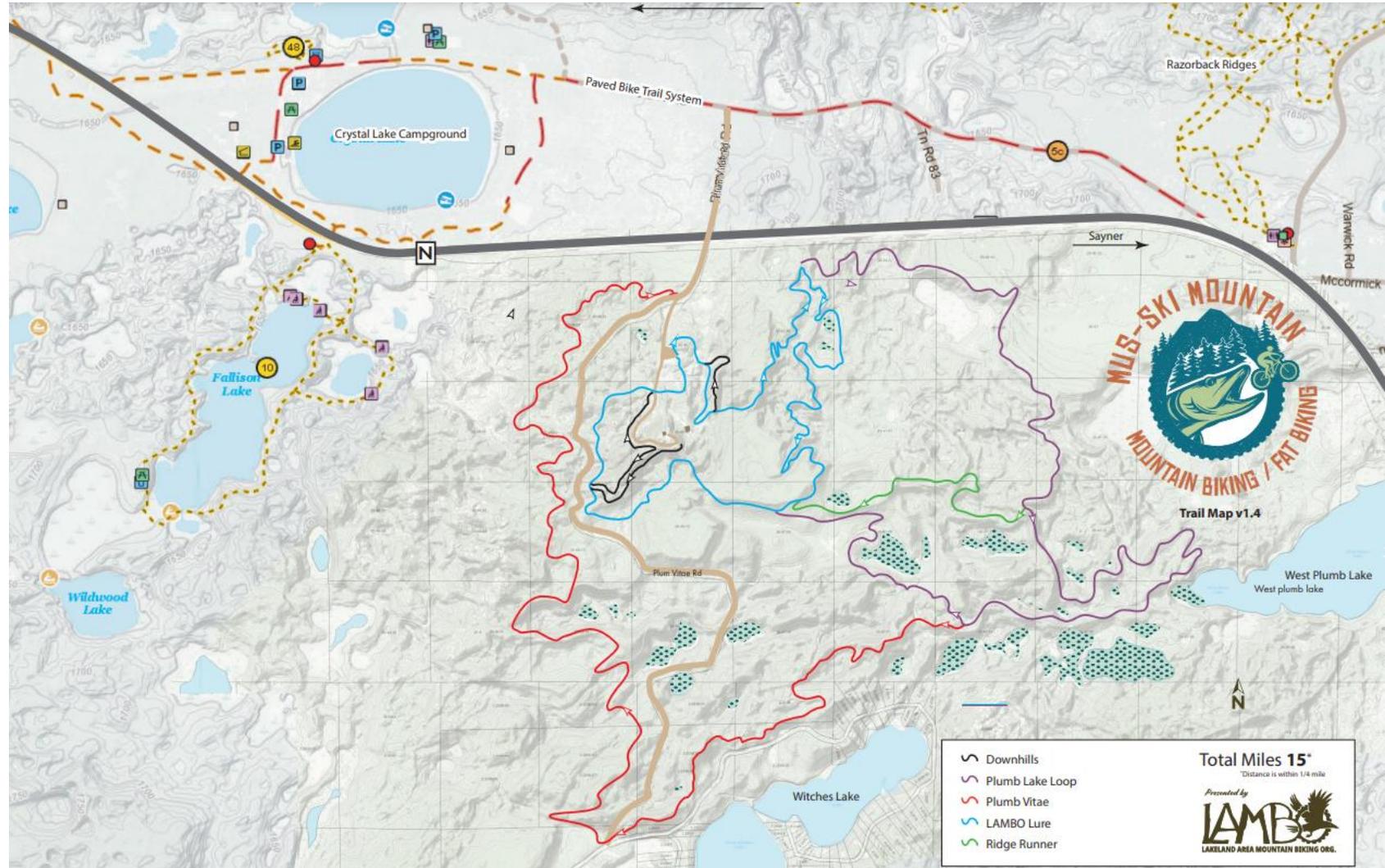
Ski School and Novice Area
Restaurant in Ski Area

Located on Hwy N, in a Famous Resort Area, Offering All Types of Vacation Service
Write Mus-Ski Mt., Sayner, Wis., For Free Folder

THE MUSKY MOUNTAIN TRAIL SYSTEM

The Wisconsin DNR has allocated 15 miles for mountain biking trails in this area of the Northern Highland American Legion State Forest.

Located between the towns of Boulder Junction and Sayner, just off of Hwy N on Plum Vitae Rd, it is close Crystal Lake Campground and Musky Lake Campground, and is accessible from the amazing Heart of Vilas County Paved Bike Trail System that connects St. Germain, Sayner, Boulder Junction, Manitowish Waters, Winchester, and Mercer with 50+ miles of scenic trail



MAKING IT HAPPEN

1

The Idea formed in 2010. Members begin hiking the area and mapping out potential trails.

2

Collaboration with the DNR began to establish the LUA.

3

LAMBO begins seriously fundraising. Over 3 years we raise \$50,000 for phase 1.

4

In 2021 LAMBO accepts a bid from Travis Bellman Home and Trails to begin Phase 1.

5

The LUA is done and we break ground in 2023 - 5 miles of machine built flow & hand-cut single track.

6

Summer of 2024 we hope to start on Phase 2



MUSKY MOUNTAIN PHASE 1 2023



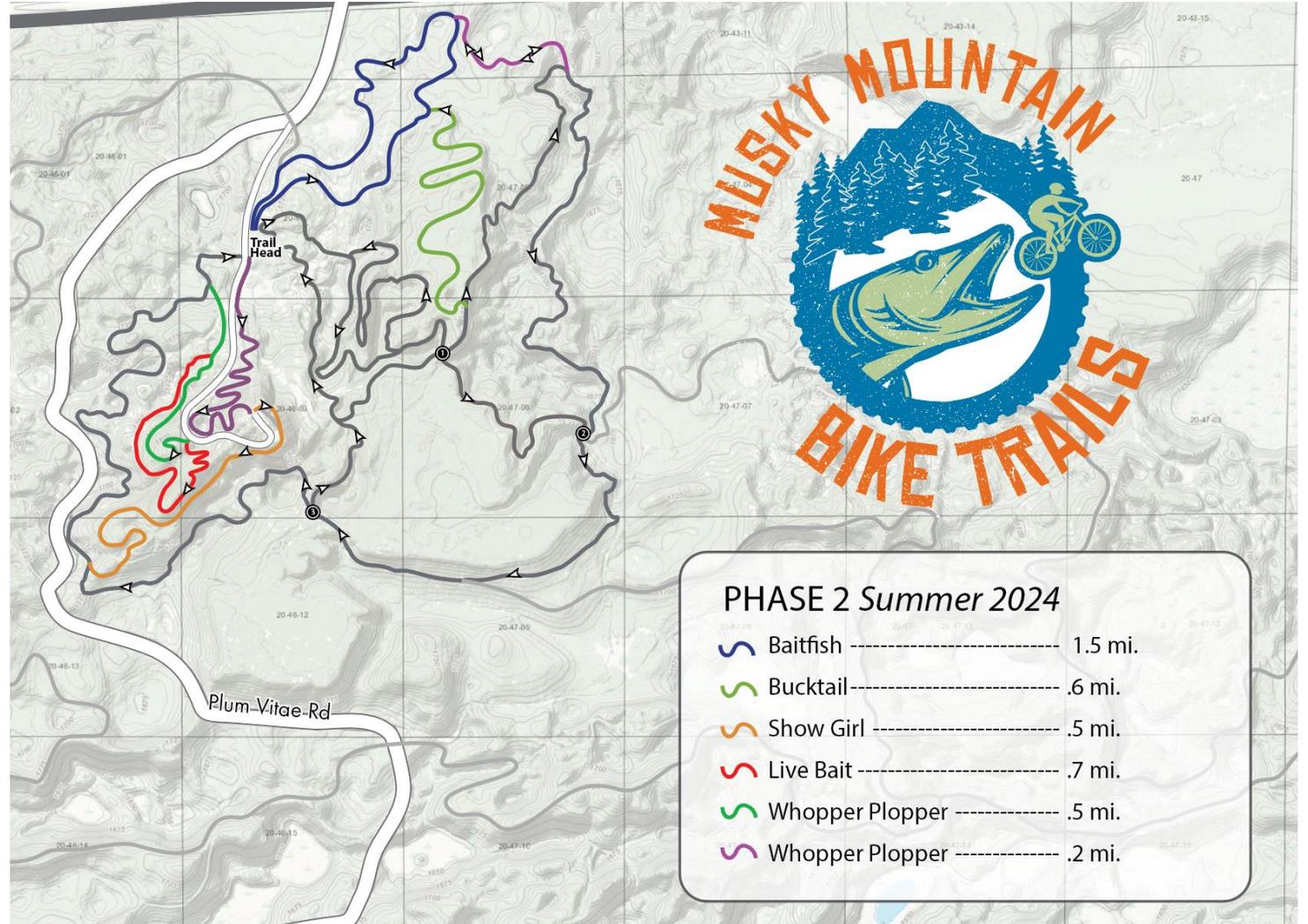
Phase 1 includes a total of 5 miles new bike trails, including machine-built flow and hand-built single-track.

This section takes full advantage of the fantastic terrain to offer dramatic cross-country trail and epic downhill runs, along technical, but hand-built single-track. Definitely something for everyone!



MUSKY MOUNTAIN PHASE 2 2024

- Phase 2 is where we continue to build on the excitement generated by phase 1, with another 4 miles.
- A 1.5 mile beginner downhill with return loop will also be included in Phase 2.
- But the emphasis will be to develop downhills, jump lines and more advanced features to compliment the more accessible trails developed in Phase 1.



NEEDS

With the amazing terrain, our dedicated volunteers, and incredibly talented builders and designers, the LAMBO Trails at Musky Mountain will be a one-of-a-kind trail system among a collection of fantastic mountain biking trails that make Northern Wisconsin a premier destination for mountain biking. But we can't do it alone.

Funding to close Phase 1

- \$43,824 to cover the balance owed to Travis Bellman Home and Trails when he completes the first 5 miles by the end of 2023.
- Learn more about our [2023 Campaign Fund](#)

Funding Phase 2 & 3

- Funding for Phase 2, the next 4 miles plus trail signage, estimated at \$100,000 due to more features and jumps.
- Funding for Phase 3, estimated at \$150,000 for the final 6 miles, features and development of trailhead area for socializing and camaraderie.

What we can offer

- Trail Names
- Sponsorship Signage
- Acknowledgements on Social Media, Newsletters and more
- Our undying gratitude
- Naming rights of the next LAMBO pup

THANK YOU



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LAMBORiders.org