Village of Oakdale

Outdoor Recreation Plan

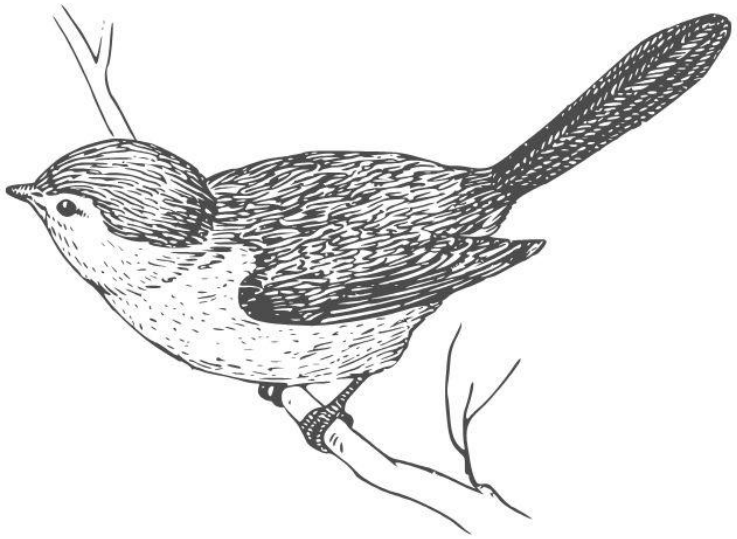
2026 - 2031



VILLAGE OF
OAKDALE
MONROE COUNTY, WISCONSIN

Prepared by the Mississippi River
Regional Planning Commission

Under the Direction of the Village of
Oakdale and Village Board



VILLAGE OF OAKDALE

OUTDOOR RECREATIONAL PLAN

Abstract

Title: Village of Oakdale Outdoor Recreation Plan 2026-2031

Summary: The Village of Oakdale Outdoor Recreation Plan provides a comprehensive framework to guide the development, implementation, and long-term maintenance of the Village's parks, trails, and recreational facilities. This plan was developed in compliance with the Wisconsin Department of Natural Resources. The plan inventories existing recreation resources, reviews regional and statewide trends, and summarizes community needs and priorities identified through a public survey and stakeholder engagement. the Village of Oakdale continues to offer accessible, safe, and high-quality outdoor recreation opportunities for residents and visitors. The plan is to be utilized as an inventory of existing facilities, a review of regional and state recreation trends, and public input collected through a community survey and stakeholder engagement. Key recommendations focus on the enhancement of park amenities, and improvements to the accessibility and safety of current and future facilities.

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A Message from the Village of Oakdale

The Village of Oakdale's motto is: "Take a Break in Oakdale" and is a friendly, safe community for residents as well as visitors, employees of local businesses, and all who stop along their way when passing through. Oakdale is a welcoming stop for travelers off Interstate I90 & I94 as well as Highway 12 as both run through the Village. Oakdale offers two campgrounds in the Village for visitors. Residents take pride in the friendly atmosphere and enjoy a safe place to live and work with little to no crime occurring. The Village Board aims to look to the future to ensure continued infrastructure upkeep as well as maintaining reliable water and sewer services. Promotion of the multi-use trail which is mainly used for walking and biking is ongoing with the trail located near parks, schools and gathering areas.

Oakdale is a family-friendly community with strong transportation access that includes interstate, Amtrak, Greyhound, and air travel. The Village is located between neighboring City of Tomah with a municipal airport, the Village of Wyeville, and the Village of Camp Douglas which is home to the Volk Field / Camp Williams military base. The Fort McCoy Military base lies to our west. The Village plans to construct a storm shelter/recreation building to include a facility to rent out for area events. Upgrades to the park system are being planned to include updated playground equipment, better accommodation for garbage and recycling items, dog waste station, benches, and additional trees for shade. A small kitchen and bathrooms would be part of the storm shelter/recreation building project. Because we offer a small-town welcoming feeling to residents and visitors alike, our park/trail is being utilized by not only our residents but neighboring communities.

Acknowledgments

The preparation of the Village of Oakdale Outdoor Recreation Plan was a collaborative, community-focused effort. The plan would not have been possible without the guidance, support, and participation of Village leadership, local partners, and community members. The Village of Oakdale acknowledges the following individuals and organizations for their time, input, and contributions throughout the planning process:

Village of Oakdale Board and Staff

Village of Oakdale Park Committee

Village of Oakdale Planning Committee

Monroe County Officials and Departments

Mississippi River Regional Planning Commission

Local Community Organizations and Stakeholders

The Residents of the Village of Oakdale



Authority

The Village of Oakdale's Outdoor Recreation Plan was prepared by the Mississippi River Regional Planning Commission (MRRPC) at the request of the Village of Oakdale. Preparation of the plan was guided by the Village Board.

Community Participation and Cooperation

In the Village of Oakdale, the strength of outdoor recreation is reflected in the active participation and enthusiasm of the local residents, citizen groups, and service organizations. Public participation was gathered in the form of a local survey.

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INTRODUCTION

Outdoor Recreation in the Village of Oakdale

As the Village of Oakdale began to update its Outdoor Recreation Plan, the important role that outdoor recreation serves within the community was recognized. Well-maintained and accessible outdoor recreation facilities provide residents with opportunities for physical activity, relaxation, and social interaction, and contribute to the Village's overall appeal. Outdoor recreation resources help support tourism and the local economy by bringing visitors to the area and enhancing the region's appeal as a destination for outdoor enjoyment. The Village of Oakdale officials and residents understand the importance of thoughtful recreational planning that takes into account the different recreational needs that vary by age, interest, and ability, and that these needs evolve over time. This Outdoor Recreation Plan is intended to serve as a guide for the Village in identifying existing recreational assets, evaluating current and future needs, and establishing priorities for the development, improvement, and maintenance of outdoor recreational facilities.

Recommendations and strategies for recreational investments are provided within the plan to support informed decision-making regarding budget and improvements. Within these recommendations and strategies is a focus on the preservation of existing recreational resources, the enhancement of current facilities, and the thoughtful development of new opportunities that align with community goals and available resources. Periodic review and consideration of these recommendations will help ensure the orderly growth and longevity of the Village's outdoor recreation system. Additionally, the adoption of this Outdoor Recreation Plan helps maintain the Village of Oakdale's eligibility to participate in state and federal funding programs. Participation within these programs can assist the Village of Oakdale in utilizing local resources and offer the opportunity to enhance recreation. Offering adequate and accessible outdoor recreation facilities supports regional planning efforts, tourism, and improved quality of life for residents.

Priority Areas:

The Village of Oakdale has two primary objectives in preparing this Outdoor Recreation Plan. The first objective is for this plan to provide a framework that will guide future maintenance, improvements, and development of outdoor recreation facilities within the Village. The second objective is that it will serve as a comprehensive reference document that provides inventory of existing outdoor recreation resources, identifies community needs, and establishes priorities to support long-term planning and decision-making. This plan is intended to help the Village evaluate its outdoor recreation system as a whole and to guide future investments in a manner that is consistent, efficient, and responsive to community needs. The action items and recommendations identified for the 2026–2031 planning period are designed to support these objectives.

To accomplish these objectives the following goals have been identified:

- Provide Village residents and visitors with an outdoor recreation system that meets everyday needs by focusing on maintaining and improving existing and future parks, playgrounds, shelters, and recreational facilities.
- Prioritize safety, accessibility, and connectivity throughout the Village parks and community destinations through walking and biking infrastructure.
- Support recreation opportunities that serve a wide range of ages and interests by emphasizing family friendly, and multi-use amenities that encourage regular use and community gathering.
- Plan and implement recreation improvements in a fiscally responsible manner to ensure that new investments align with the Village's long-term maintenance capacity and available resources.
- Use public input and ongoing evaluation to guide recreation planning decisions, allowing the Village to adapt priorities as community needs, demographics, and funding opportunities change.
- Maintain compliance with state and federal outdoor recreation planning requirements to remain eligible for grant funding and to support implementation of priority projects.

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POPULATION, DEMOGRAPHICS, EDUCATION, & ECONOMY

Population

The Village of Oakdale is a small village with a close-knit community. According to the U.S. Census, the population is projected to have a slight decline over the next several decades. There is a projected population decrease from 302 residents in 2020 down to 280 residents in 2050. While this change is small, it suggests that the Village has an aging population and relatively stable community size. This population projection underscores the importance of maintaining quality and accessible recreational opportunities that serve residents throughout different life stages.

Population Projections

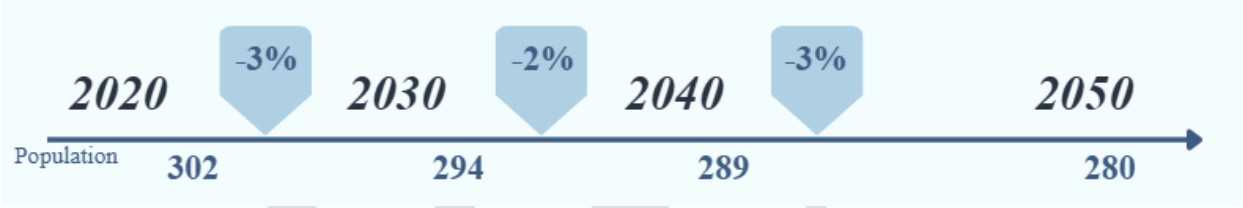


Table 1.1 Population and Population Projections

US Census		Projections		
Municipality	2020 Population	2030	2040	2050
Village of Oakdale	302	294	289	280
Monroe County	46,274	45,875	45,830	45,075
Wisconsin	5,893,718	5,890,915	5,841,620	5,710,120

Source: Department of Administration – Population Projections, produced in 2024, based on 2020 U.S. Census Bureau

Village of Oakdale Age Distribution

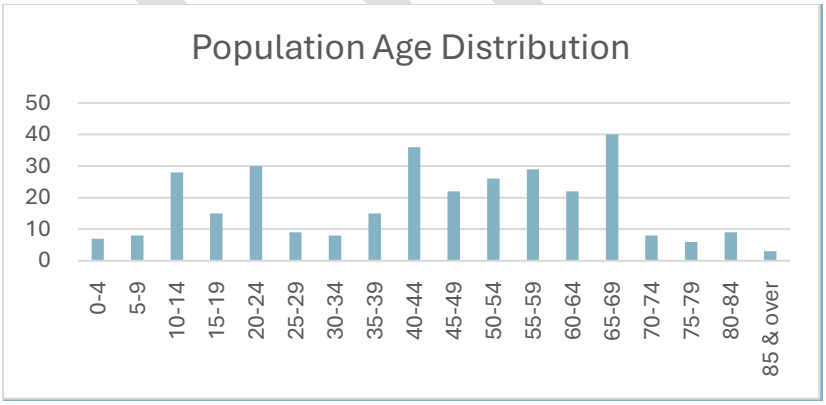
The Village of Oakdale's age distribution reflects a population with recreation needs for all stages of life. Residents within the 60 and older category account for 88 individuals (27.4%) of the Village's population, including 40 residents between the ages of 65 and 69, making older adults one of the largest demographic groups. This highlights the importance of providing accessible outdoor recreation opportunities such as walking trails, park shelters, seating areas, and other amenities that encourage low-impact physical activity and social interaction. The Village of Oakdale also has a substantial population of children, adolescents, and young adults. There is a total of 88 residents under the age of 25 which makes up 27.4% of the population, including 28 children between the ages of 10 and 14 and 30 young adults between the ages of 20 and 24. These age groups demonstrate the continued need for safe playgrounds, open green spaces, athletic facilities, and trails that support active recreation and family-oriented activities. The Village also has a strong middle-aged population, with 135 residents between the ages of 40 and 64. These age groups can benefit from a variety of recreational opportunities, including walking and biking trails, informal sports areas, and community gathering spaces. The age profile of Oakdale supports the development and maintenance of multi-functional recreation facilities that can accommodate residents of all ages and abilities while providing flexible spaces for recreation, exercise, and community events.

Table 1.2 Village of Oakdale Age Groups in 2024

US Census	
Age Group	**2024 Population**
Total all ages	321
0-4	7
5-9	8
10-14	28
15-19	15
20-24	30
25-29	9
30-34	8
35-39	15
40-44	36
45-49	22
50-54	26
55-59	29
60-64	22
65-69	40
70-74	8
75-79	6
80-84	9
85 & over	3

Source: U.S. Bureau, 2024 American Community Survey 5-Year Estimates

Figure 1.1 Village of Oakdale 2024 Population Age Distribution



Source: U.S. Bureau, 2024 American Community Survey 5-Year Estimates

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Population Gender Estimates

Gender distribution in the Village of Oakdale is relatively balanced, with slightly more females than males. According to the 2024 American Community Survey 5-Year Estimates, the Village population total is estimated to be 321 residents. This total of community members includes 160 males and 161 females.

Table 1.3 Village of Oakdale Population Gender Estimates

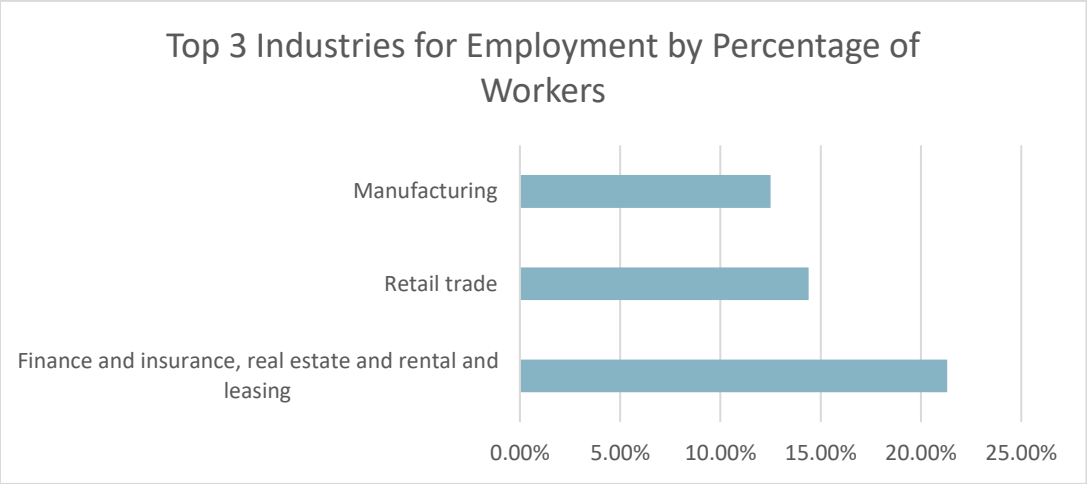
Village of Oakdale Gender Estimates		
Total Population	**Male**	**Female**
321	160	161

Source: U.S. Bureau, 2024 American Community Survey 5-Year Estimates

Employment

Residents of the Village of Oakdale work across a range of industries. Notable industries are finance and real estate, retail trade, manufacturing, healthcare and education, arts and food services. There are a small number of residents who are employed directly in agriculture or resource extraction. Most residents likely commute outside the Village for employment which makes having access to local recreation facilities important for evenings and weekend use. Having access to parks and trails can help support work-life balance and improve overall community health.

Figure 1.2 Village of Oakdale Top 3 Industries for Employment by Percentage of Workers



Source: U.S. Census Bureau, 2023

Table 1.4 Village of Oakdale Occupation by industry

Employment by Industry		
Industry	**Workers**	**% of Workers**
Agriculture, forestry, fishing and hunting, and mining	1	0.60%
Construction	14	8.80%
Manufacturing	20	12.50%
Wholesale trade	0	0.00%
Retail trade	23	14.40%
Transportation and warehousing, utilities	4	2.50%
Information	4	2.50%
Finance and insurance, real estate and rental and leasing	34	21.30%
Professional, scientific, management, administrative, and waste management services	8	5.00%
Educational services, health care and social assistance	19	11.90%
Arts, entertainment, recreation, accommodation, and food services	16	10.00%
Public administration	13	8.10%
Other services	4	2.50%
Total civilian employed population 16 years and over	160	100%

Source: U.S. Bureau, American Community Survey 2023 5-Year Estimates, S2407 Industry by Class of Worker for the Civilian Employed Population 16 Years and Over

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Income

The Village of Oakdale conducted a Community-Wide Resident Income Survey because the Village did not consider the income estimates reported in the U.S. Census Bureau's 2024 American Community Survey (ACS) 5-Year Estimates to accurately reflect local conditions. The survey was conducted from October 11, 2024, through November 27, 2024, following Wisconsin Department of Administration (WI DOA) guidelines. Of the 148 households surveyed, 105 completed the survey. The results indicated that 56.9% of the service area population qualifies as low- to moderate-income (LMI). These findings provide the Village with locally collected income data that can help inform community development priorities and support eligibility for grant funding opportunities. The Community Income Survey Results and Income Tabulation Form are provided below for reference.

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(FORM 1A) Census Survey: Income Survey Results Income Tabulation Form

Instructions: Complete the yellow highlighted cells in the form. **FOR ALL FORMS IN THIS MICROSOFT EXCEL DOCUMENT:** Guidance for an entry field is denoted with the red triangle in the upper right corner of the cell. Hover computer mouse pointer over cell or right click the cell and select "Show/Hide Note" to view the complete note. **"Example" tabs** (with data entered) for each form (Forms 1A-Form 8) appear after the tab in which the blank form appears in this document. **Delete "Example" Tabs in this document** when submitting the Income Survey Data Forms to DEHCR for review.

(DO NOT ALTER FORM 1A FORMATTING & FORMULAS BELOW)

VILLAGE OF OAKDALE

Survey Area: COMMUNITY WIDE

Survey Start Date *(date first survey was conducted/distributed):* 10/11/2024

Survey Completion Date *(date last survey was conducted/collected):* 11/27/2024

Entry #:		
1	Number of families in the project Service Area/Survey Area	148
2	Minimum number of families needed to respond to meet HUD Margin of Error (MOE) standard	47
3	Number of families that completed a survey (i.e., survey respondents)	105
4	Maximum Margin of Error (MOE) for Survey Allowed	+/- 10.0
5	Actual Margin of Error (MOE) of Survey	+/- 4.4
6	Number of LMI families among survey respondents	90
7	Number of LMI persons among survey respondents	141
8	Average size of LMI families in sample/among respondents	1.57
9	Number of Non-LMI families among survey respondents	15
10	Number of Non-LMI persons among survey respondents	35
11	Average size of Non-LMI families in sample/among respondents	2.33
12	Number of all persons in all families among survey respondents	176
13	Average family size among all survey respondents	1.68
14	Number of non-responding families (families that did not return survey or returned invalid survey)	43
15	Estimated number of persons in non-responding families	72
16	Number of persons living in the Service Area (i.e., Service Area population): *Select **one** option below. **Must** enter as a whole number (no decimal places) for LMI calculation formula to generate correct percentage.*	
16(a)	**Option 1 - Exact/Known:** Exact population based on 100% survey responses	
16(b)	**Option 2 - Estimate:** STANDARD Calculated estimate by adding the estimated number of persons in non-responding families to the number of persons in responding families. *Formula: =ROUND(SUM(C24,C27),0)*	**248**
16(c)	**Option 3 - Estimate:** Calculated estimate by multiplying the average family size of survey respondents by the number of all families in the service area. *Formula: =ROUND (PRODUCT(C13,C25),0)*	
16(d)	**Option 4 - Estimate:** Total population based on the most recent U.S. Census American Community Survey 5-Year Estimates data. *(Requires pre-approval from DEHCR.)*	
16(e)	**Option 5 - Estimate:** OTHER - *Contact DEHCR to propose a different option than any of those listed above to adjust for statistical outliers or data anomolies. (Requires pre-approval from DEHCR.)*	
17	**Total Project Area Beneficiaries (total population)**	**248**
18	**LMI Percentage for Service Area/Survey Area**	**56.9%**

Survey #VO2024-

The Village of Oakdale plans to apply for a grant to help fund capital infrastructure projects. A grant can help reduce the burden of the project costs for residents of the Village. To determine if the Village is eligible to apply for the grant, we need to conduct another survey of Village residents to collect family income and demographic information.

Each family living in the Village will be asked to complete a survey. **Your participation is voluntary, but VERY IMPORTANT.** We are required to get responses from a high percentage of families for the survey to be valid and qualify us for grant eligibility. Please complete and return the survey in the enclosed self-addressed stamped envelope as soon as possible. **The responses to individual surveys will be kept confidential.** If you have questions, please contact the Village Clerk at (608) 372-2927 or E-Mail at clerk@villageofoakdalewi.gov.

Village of Oakdale Income Survey

INSTRUCTIONS:
Please complete this survey form and return it by **OCTOBER 25, 2024.** You can return the survey by mailing it back in the postage paid envelope provided; dropping it off at the Village Hall – 133 Well Drive (can use the drop box if the office isn't open); or the survey can be dropped off at the Oakdale Credit Union.

SURVEY RESULTS REMAIN CONFIDENTIAL.

If more than one family lives in your household, please have each family fill out a separate survey. Please contact the Village Hall at 608-372-2927 or E-Mail at clerk@villageofoakdalewi.gov to request additional copies of the survey form. Each must have a unique survey number.

Q1. How many people live in your household at this address?
Please include yourself and all adults and children who live in or intend to live in the household more than 2 months during the year.
Do not include people living in separate housing units on the property.

Q2. How many of the people in your household are members of your family?
This is your "Family Size." The definition of family for this survey is: "people related by blood, marriage, or adoption."

Q3. What is the total annual income of all of your family members combined? $
If you prefer not to give your specific income, then go to Q4.
Please only include the total income added together for yourself and your adult family members (age 18 and older) living in the household. Do not include the income of people in other families in the household.
Each family member's income is either their Adjusted Gross Income (AGI) on their tax return for 2023 (if they filed taxes) or their total income before taxes (if they did not file a tax return for 2023).
Income before taxes is money received from all earnings (wages, salary, tips, bonuses, commissions), interest, dividends, child support, alimony, welfare, social security, disability, unemployment, retirement payments, net income from businesses activities, farms, rents, royalties, trusts, estates, and any other income received regularly.

Q4. Respond on the reverse side only if you did not provide your family's total income in Q3. above. Indicate whether your family income is "At or Below" *or* "Above" the Income Level listed for your Family Size in the table.
*Please find your family size (the number you entered in **Q2.**) in column **A. Family Size**. Then in the same row as your Family Size, in column **C. Family Income**, check "At or Below" if your family income (for adult family members age 18 and older living in your household) is the same as or less than the amount shown in column **B. Income Level** for your family size, or check "Above" if your family income is greater than the income level shown for your family size.*

(Survey continued on reverse side) →

Page 1 of 2

Village of Oakdale Income Survey

Q4. (continued)

A. FAMILY SIZE:	B. INCOME LEVEL:	C. FAMILY INCOME (CHECK ONE): Is your family income "At or Below" or "Above" the amount shown in column B. Income Level for your family size?:
Family of 1	$48,550	☐ At or Below or ☐ Above
Family of 2	$55,450	☐ At or Below or ☐ Above
Family of 3	$62,400	☐ At or Below or ☐ Above
Family of 4	$69,300	☐ At or Below or ☐ Above
Family of 5	$74,850	☐ At or Below or ☐ Above
Family of 6	$80,400	☐ At or Below or ☐ Above
Family of 7	$85,950	☐ At or Below or ☐ Above
Family of 8	$91,500	☐ At or Below or ☐ Above
Family of 9	$97,044	☐ At or Below or ☐ Above
Family of 10	$102,588	☐ At or Below or ☐ Above
Family of 11	$108,132	☐ At or Below or ☐ Above
Family of 12 or More	$113,676	☐ At or Below or ☐ Above

*If you have **more than 12 family members** living in your household, please either fill in your family income in **Q3.** or respond to the Family of 12 or More option in the table above for **Q4.***

Q5. Contact Information:
Please share your phone number below if we may contact you with questions about your survey responses if needed. We will not use your number for any other purpose.

Phone # (with Area Code): ( )

INSTRUCTIONS: Please complete this survey form and return it by **Friday, OCTOBER 25, 2024.** You can return the survey by mailing it back in the postage paid envelope provided; dropping it off at the Village Hall-133 Well Drive (can use the drop box if the office isn't open); or, the survey can be dropped off at the Oakdale Credit Union. **SURVEY RESULTS REMAIN CONFIDENTIAL.**

MAKE SURE THE ADDRESS BELOW IS POSITIONED IN THE WINDOW OF THE ENCLOSED STAMPED ENVELOPE

VILLAGE OF OAKDALE
133 WELL DR
TOMAH, WI 54660

Rural/Urban Distribution

The Village of Oakdale is a small rural community with limited private recreational space and functions as a gateway community. Within the rural village some residents and visitors will rely on the public park, trail and nearby outdoor recreational opportunities for activities such as walking, bicycling, fishing, and nature observation. Due to the lack of private recreational land, the public recreation facilities play a large role in meeting the local needs of residents. Continued development of local public and private recreation enhances the opportunities that are available for the Village of Oakdale residents.

Housing Trends

The Village of Oakdale continues to experience gradual housing growth, with residential development occurring periodically over time. Although the pace of development varies from year to year, ongoing building activity reflects continued interest in housing within the Village. As the Village of Oakdale plans for the future, encouraging appropriate residential development while maintaining the community's rural character will remain important to supporting long-term growth and housing needs.



Source: MRRPC

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TOPOGRAPHY, WATER RESOURCES, & CLIMATE


Source: Kiddle Photos

Village of Oakdale Overview

Nestled in eastern Monroe County, is the small rural Village of Oakdale. The close connection to the surrounding agricultural lands, limited commercial development, and open spaces define the region with strong rural character. Oakdale serves as both a home for residents and a welcoming stop for travelers. The Village's location near major transportation corridors such as Interstate 90, Interstate 94, U.S Highway 12, and State Highway 16 all provide access to the surrounding area while reinforcing Oakdale's long-standing role as a crossroads community.

The Village's history is closely tied to agriculture and transportation. Originally developed as a waypoint community, the Village gained more recognition with the construction of a railroad depot in 1886. The establishment of U.S. Highway 12 and State Highway 16 in the 1920s further strengthened Oakdale's role as a popular rest stop for travelers. In the mid-1930s the investment of infrastructure and rural electrification reflected the community's growth and ability to adapt. The Village of Oakdale faced challenges with the completion of Interstate 90 and Interstate 94 in the 1960s due to reduced access which impacted local businesses and residents. With the strength of community support and advocacy, the construction of on- and off-ramps began showing Oakdale's resilience and spirit. Today, the Village of Oakdale continues to have strong community pride and is shaped by local traditions, including the annual Oakdale Area Fire Association Fun Days. Looking ahead, the Village of Oakdale is committed to thoughtful growth that supports outdoor recreation, tourism, livability, and protects the natural resources that define the Village.

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Monroe County Overview

Monroe County is in the west-central Wisconsin area and is characterized by the mix of small cities, villages, and towns that are surrounded by agricultural lands and natural landscapes. The County covers approximately 901 square miles and is situated within the State of Wisconsin's Driftless Region. This region is known for its rolling hills, steep wooded hillsides, river valleys, and scenic viewpoints. This natural beauty and features form the foundation of the County's outdoor recreational assets and contribute to year-round appeal for residents and visitors.

The County is part of the broader Mississippi River area to the west and includes several rivers, streams, forests, and public lands that all support a range of outdoor recreation activities. These outdoor opportunities include hiking, biking, fishing, hunting, paddling, and wildlife observation. Monroe County is well connected to surrounding population centers through a network of state and federal highways, including Interstate 90, State Highway 16, and State Highway 21. This connectivity and resources serve both residents and visitors and are an important component of the County's quality of life and tourism economy.

DRAFT


Source: Explore Monroe County



Source: Hidden Valleys


Source: Wisconsin Counties Association

Landscape

The Village of Oakdale's location is characterized by a predominantly rural landscape that is shaped by agriculture, forests, and natural resource areas. The region's long history of farming and open-space preservation is reflected in the surrounding landscape. A patchwork of woodlands is found on the steeper slopes and ridgelines and growing from soil that is less productive. These woodlands contribute to the scenic beauty, habitats for wildlife, and watershed protection.

Monroe County lies within the scenic Driftless Region known for its rolling hills, deep stream valleys, wooded hillsides, and bluffs. This varied topography provides opportunities for outdoor recreation such as hiking, hunting, wildlife observation, scenic views, and other outdoor activities. Within the County's nearby public lands is Mill Bluff State Park which provides sandstone bluffs, forested trails, and amazing views that draw in many visitors from across the region. Water resources are a defining feature within the region with the County's landscape having numerous streams, rivers, and wetlands that support ecological health and recreation opportunities.

These landscapes and water resources provide many habitats for a range of wildlife species which include white-tailed deer, wild turkey, game birds, waterfowl, and small mammals. This beauty highlights the importance of wildlife conservation as well as the need for outdoor recreation activities such as hunting, fishing, wildlife observation, and nature photography. For the Village of Oakdale residents and visitors, the local and nearby landscape offers accessible opportunities. This accessibility contributes to the Village's high quality of life by providing space for passive recreation, family activities, and seasonal use. These natural amenities help attract new residents and visitors to the region, supporting tourism related activity, and reinforcing the Village of Oakdale's role in being a great place and a gateway to opportunities within the region.

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Climate and Extreme Weather

The Village of Oakdale experiences a climate that is typical of west-central Wisconsin, characterized by warm summers, cold winters, and beautiful transitional seasons. Outdoor recreation can be influenced by seasonal weather patterns that determine how and when facilities and activities are used. The temperature and precipitation information presented in this section is based on the National Weather Service NOAA weather data for 2025.







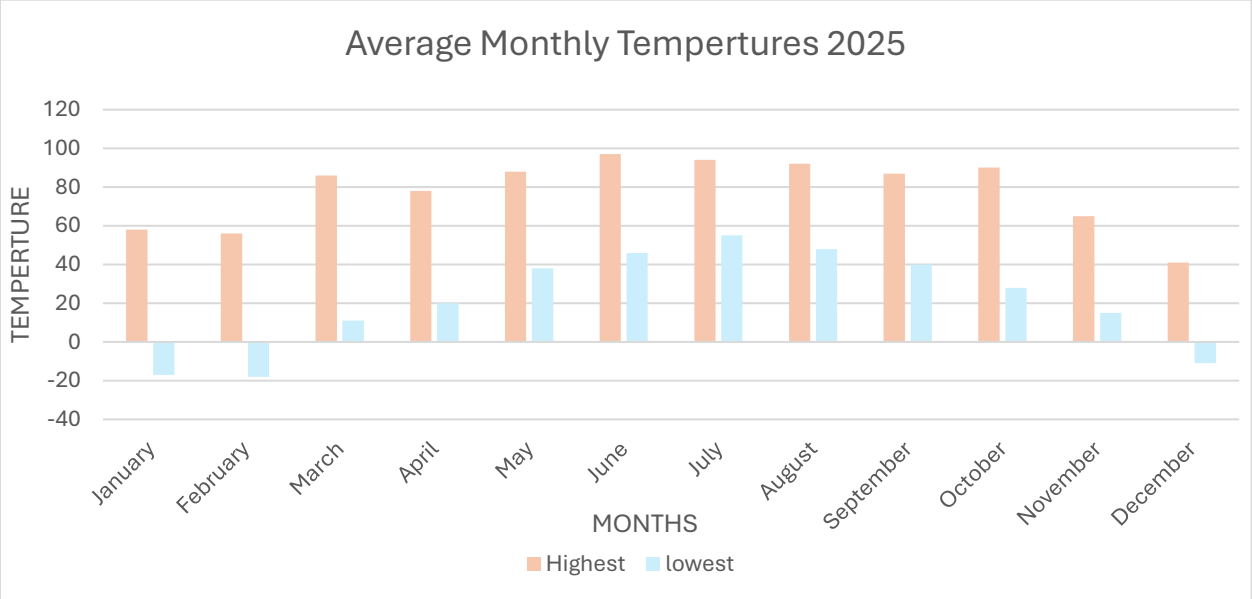


Temperature Patterns

The average monthly temperatures in the Village of Oakdale during the year 2025 varied by season. Winter months are cold with average temperatures ranging from 20.1°F December, 18.5°F in January, and 19.6°F in February. These cold conditions can limit outdoor recreation during the winter months but can provide support for other seasonal activities such as walking and nature observation when weather permits. During the spring season of 2025 the temperature began to warm. The average temperature increased from 41.3°F in March to 59.5°F in May. These temperatures mark the beginning of the primary outdoor recreation season and provide favorable conditions for walking, bicycling, nature observation, and use of parks and open spaces.

Summer months offer some of the most favorable weather for outdoor recreation. The average temperatures in the Village of Oakdale ranged from 71.6°F in June, 75.7°F in July, and 71.0°F in August. June was the warmest month based on recorded high temperatures, reaching 97°F, while July reached 94°F and August reached 92°F. These conditions support a wide range of activities that include walking, bicycling, picnicking, and water-based recreation. This season may have periods of heat and humidity that occur which may impact older adults and others that have heat sensitivity. The months of fall have the temperature getting gradually cooler. During the fall of 2025 the average temperature decreased from 66.8°F in September, 54.9°F in October, and 38.2°F in November. These temperatures are more within the moderate range and can often extend the outdoor recreation season.

Figure 1.3 Average Monthly Temperature in 2025

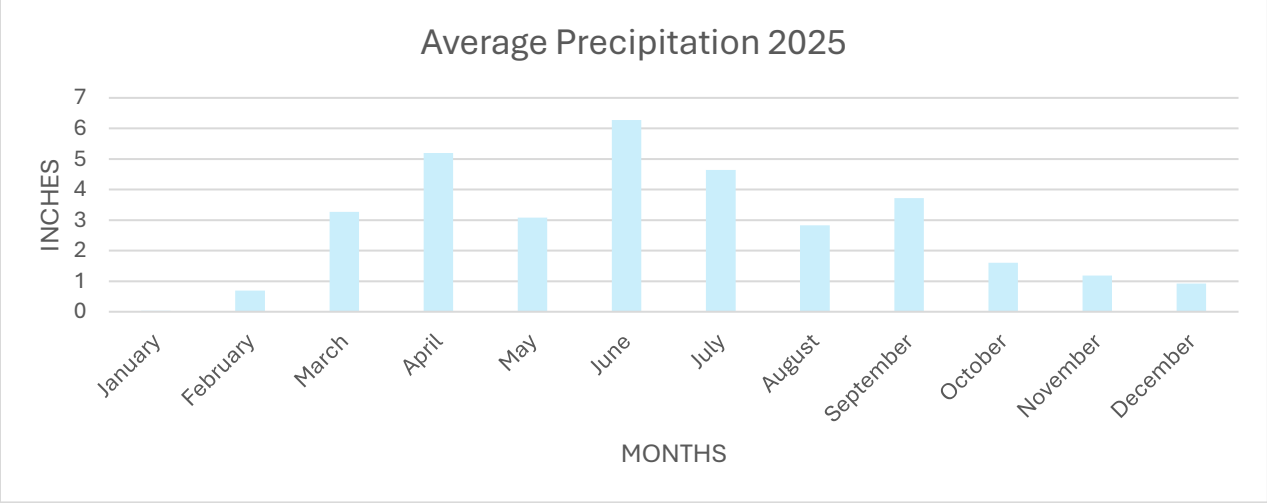


Source: National Weather Service - NOAA Weather Data, 2025

Precipitation Patterns

In 2025, the Village of Oakdale's highest levels of precipitation that year took place during the late spring and summer months. Average monthly precipitation peaks in the months of April with 5.20 inches, June at 6.27 inches, and July with 4.46 inches. These wetter conditions can result in muddy trails, localized flooding, and increased maintenance needs for parks and recreational facilities. These levels of precipitation are expected during this season and can limit access to unpaved trails or open green spaces. During the winter months of 2025 there was lower precipitation. Average totals were recorded at 0.92 inches in December, 0.03 inches recorded in January, and 0.69 inches in February. While total precipitation was lower during these months, snowfall and ice accumulation remain an important consideration for outdoor recreation planning. Snow and ice can limit access to trails, sidewalks, and recreational facilities and may increase the need for snow removal, salting, and other maintenance activities.

Figure 1.4 Average Precipitation in 2025



Source: National Weather Service - NOAA Weather Data, 2025

Extreme Weather Considerations

The Village of Oakdale may experience occasional extreme weather events. These events include heavy rainfall, severe thunderstorms, high winds, winter snow, and ice storms. Extreme weather events can impact the natural and built environment. With intense rainfall events there is an increased risk of erosion, drainage issues, and temporary flooding of recreation areas. High winds and storms can damage trees, shelters, and other infrastructure, requiring prompt inspection and cleanup. In Wisconsin the winter weather extremes can include prolonged cold periods and heavy snowfall. This weather can be dangerous and may limit recreational activity.

PROPERTY INVENTORY & POTENTIAL IMPROVEMENTS

The Village of Oakdale Owned Park and Recreation

Outdoor recreation is an important part of community well-being, quality of life, and local economic activity in Wisconsin Communities of all sizes. For the Village of Oakdale, outdoor recreation facilities provide residents and visitors with opportunities for physical activity, relaxation, social interaction, and connection with the natural beauty of Wisconsin. Thoughtful planning and management of these facilities is essential to maintaining a healthy, attractive, and livable community. Three key components of recreation planning are: (1) Determine the demand for different types of outdoor recreation activity, (2) Inventory the existing facilities which accommodate the various types of outdoor recreation activity, and (3) Evaluate the existing facilities and determine the need for improvements or additions to meet the existing and anticipated recreational demand. “Nature-based recreation,” as defined in the Wisconsin Statewide Comprehensive Outdoor Recreation Plan (SCORP), includes activities that are closely tied to natural resources and are enhanced by high-quality natural habitats. These activities may include walking, hiking, wildlife observation, picnicking, and other forms of passive outdoor recreation.

The inventory is intended to serve as a foundation for future planning decisions by documenting existing recreation assets and identifying gaps or opportunities within the Village’s outdoor recreation system. Maps illustrating parks, open spaces, and recreation opportunities within and near the Village of Oakdale are provided in the appendix of this plan.

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Village Park

210 Ballpark Dr

Oakdale, Wisconsin

The Village Park is located next to the Oakdale Town Hall and serves as the main public park. Contributing to the Villages small-town character it provides a space for recreation, play, and community gatherings. Due to it being the only public area with playground equipment, horseshoe lawn game, and park shelter, it has an important role in providing accessible outdoor recreation opportunities within the Village.

Village Park
Facilities
• Park shelter and picnic area • Playground equipment
Programs / Use Opportunities
• Community and family gathering • Informal recreation and social activities
Potential Improvements
• Modernization and replacement of Village Park playground equipment • Development of a multi-purpose park facility incorporating restrooms, kitchen space, electrical service, and a storm shelter • Construction of a half-court basketball facility • Enhanced landscaping and ongoing general maintenance



Source: MRRPC

Baseball and Recreation Area

210 Ballpark Dr

Oakdale, Wisconsin

The area next to the Village Park provides space for organized sports such as baseball and softball. These facilities are a focal point for seasonal use and support community events as well as active recreation. The surrounding recreation area is currently open space which is used during events for spectators and can be utilized for other recreational activities.



Source: MRRPC

Village of Oakdale Recreation Area
Facilities
• Baseball field with bleachers • Open grass area for informal recreation
Programs / Use Opportunities
• Community and family gathering • Organized sports, informal sport, or active play
Potential Improvements
• Construction of a sidewalk along South Oakwood Street to improve walkability and strengthen trail connectivity • Enhanced landscaping and ongoing general maintenance • Expansion of facilities to include a stage or dedicated event space

Village Trail

Oakdale, Wisconsin

Recently, a new Multi-Use Trail has been created in the Village, with financial assistance from the Wisconsin DNR and Monroe County Snowmobile Clubs. The new trail offers a place for residents and visitors to experience the Village of Oakdale and enjoy the landscape. It provides opportunities for walking, biking, and other recreational activities. It has been a great addition to the Village of Oakdale by improving local connectivity and opportunities for the community to have access to outdoor recreation.


Source: MRRPC

Village Trail
Facilities
• Gravel-surfaced trail
Programs / Use Opportunities
• Walking • Biking • Education
Potential Improvements
• Development of interactive and educational interpretive features along the trail • Installation of garbage and recycling receptacles • Provision of dog waste stations • Addition of benches and seating amenities • Enhanced landscaping and ongoing general maintenance

PRIVATE PROPERTY INVENTORY

KOA Journey - Oakdale

200 Jay St

Oakdale, Wisconsin

The KOA Journey campground is a privately operated recreational facility located in the Village of Oakdale and is a nationally recognized network of campgrounds. Facilities within the campground include cabins, dog area, and playground. This campground primarily serves both short-term travelers and visitors that come back to the Village every year. The campground has sites that can accommodate camper vehicles and "primitive" tent camping. With visitors old and new coming to the Village of Oakdale to utilize this campground it is contributing to the Village's tourism economy.



Source: MRRPC


Source: MRRPC

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Granger Campground

566 N Oakwood St

Oakdale, Wisconsin

Granger Campground is a privately owned and managed campground located in the Village of Oakdale. This campground can provide camping opportunities for visitors seeking a more rural setting and complements the nearby public and private recreational opportunities. The campground is located on a large open area with bathroom facilities, showers, and a playground. Granger Campground is able to support outdoor recreation tourism and provides lodging accommodation.



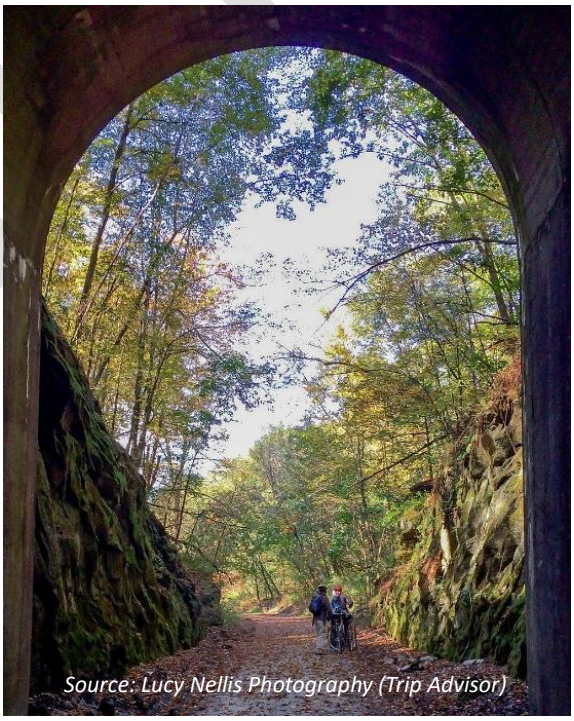
Source: MRRPC

OTHER RECREATION PROPERTIES & ATTRACTIONS NEAR THE VILLAGE OF OAKDALE

In addition to the local park and facilities within the Village of Oakdale, residents and visitors have the benefit of being in close proximity to several county, state, and regional recreational assets. These resources are able to enhance recreational opportunities for residents while strengthening the Village's role as a central location for visitors exploring west-central Wisconsin.

Omaha Trail

Located 6.6 miles from the Village of Oakdale, the Omaha Trail provides a high quality regional recreational opportunity. The trail corridor includes a trailhead in Camp Douglas and extends to Elroy, Wisconsin. This scenic 13-mile paved route is suitable for walking, bicycling, and other non-motorized uses. The trail passes through rural landscapes and natural areas which provides an outdoor recreation option for residents and visitors. Its paved surface and gentle grades make it accessible to a diverse group of users and serves as an important connection to the broader regional trail network.



Source: Lucy Nellis Photography (Trip Advisor)

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Lake Tomah

Lake Tomah, a popular water-based recreation destination, located only 7.3 miles from the Village. Lake Tomah includes four public boat landings and supports fishing opportunities for panfish, largemouth bass, and northern pike. This body of water contributes to the region's tourism and offers many seasonal outdoor activities for locals and visitors.



Source: City of Tomah

FEDERAL OUTDOOR RECREATION FACILITIES

While there are no federal outdoor recreational facilities within the Village of Oakdale, residents and visitors are able to benefit from the proximity to larger public land systems. Nearby attractions offer opportunities for hiking, biking, wildlife viewing, hunting, fishing, swimming, and other related activities. These regional federal lands and opportunities help complement local and county level recreation by offering larger scale natural settings and specialized recreation opportunities not typically available within small communities.

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STATE OUTDOOR RECREATIONAL FACILITIES

At this current time, there are no state owned or managed outdoor recreation facilities located within the Village of Oakdale. However, residents and visitors can access these recreation opportunities within the broader region. State outdoor recreation opportunities are available throughout Monroe County and the surrounding region. The Wisconsin Department of Natural Resources primarily manages areas that include state parks, state trails, wildlife areas, and other public lands.

Elroy-Sparta State Trail

Counties: Monroe, Juneau

Communities: Sparta, Norwalk, Wilton, Kendall, Elroy

The Elroy-Sparta State Trail is a 32.5 mile long multi-use rail-trail that goes between Elroy and Sparta, Wisconsin. This trail connects rural communities and landscapes but also offers seasonal opportunities that include hiking, biking, snowmobiling, and skiing.


Source: TrailLink

La Crosse River State Trail

Counties: La Crosse, Monroe

Communities: La Crosse, West Salem, Bangor, Rockland, Sparta

The La Crosse River State Trail is a multi-use trail corridor that runs through Monroe County and provides opportunities for biking, walking, running, snowmobiling, and wildlife observation. Communities and natural areas are able to be connected across the region because of this trail. Its accessibility makes it a valuable regional asset for the Village of Oakdale residents and visitors that are seeking longer-distance trail experiences.


Source: TrailLink

Mill Bluff State Park

15819 Funnel Rd

Camp Douglas, Wisconsin

Mill Bluff State Park is located 3.6 miles from the Village of Oakdale. The park is known for its beautiful sandstone bluffs, wooded trails, and scenic overlook that offers great views of the surrounding countryside. Within the park there are opportunities for hiking, picnicking, wildlife observation, and nature appreciation. The unique geological features of Mill Bluff State Park make it an important place for residents within the nearby area and visitors.



Source: Department of Natural Resources



Source: MRRPC



Source: MRRPC



Source: WDNR North Bend Bottoms Wildlife located outside in southwest Jackson County.

State Wildlife Areas

Wisconsin's State Wildlife Areas provide public land that is managed by the Wisconsin Department of Natural Resources for wildlife habitat conservation efforts and outdoor recreation opportunities in Monroe County and nearby counties. These important outdoor recreation resources provide opportunities for visitors and the residents of the Village of Oakdale. These lands are managed in order to protect wildlife habitat while allowing respectful public uses such as hunting, trapping, wildlife observation, hiking, and nature study.

State Wildlife Areas located in counties that are near the Village of Oakdale are able to support common fauna and flora that is found in the west-central area of Wisconsin. These animals include white-tailed deer, wild turkey, upland game birds, waterfowl, and small mammals. Within these areas are undeveloped lands that offer opportunities for nature-based and traditional outdoor recreation. The presence of State Wildlife Areas being nearby the Village of Oakdale enhances outdoor recreation while also contributing to habitat and landscape conservation within the region.

State Fishery Areas

State Fishery areas are lands that allow public access and are managed by the Wisconsin Department of Natural Resources to protect fisheries, aquatic habitats, and water quality. These areas often include areas located along rivers, streams, and riparian corridors. Beyond the Village of Oakdale's boundaries are opportunities for State Fishery Areas. Residents and visitors are offered recreational activities of fishing and paddling within Monroe County and other nearby counties. These areas support recreational fishing, stream access, and other passive recreational opportunities while playing an important role in protecting sensitive aquatic ecosystems. State Fishery Areas strengthen the public's access while also supporting tourism to high quality water resources and regional outdoor recreation.

State Natural Areas

State Natural Areas are designated to protect some of Wisconsin's outstanding ecosystems, rare species habitats, and unique geological features. The areas are primarily managed for conservation but also allow the public to access and utilize these areas. Generally, these locations have limited to low impact recreation such as hiking, nature observation, photography, and environmental education. State Natural Areas that are located in Monroe County and surrounding counties truly highlight the beauty of the Driftless Region. This landscape includes forested hillsides, sandstone outcroppings, wetlands, prairies, and stream corridors for Oakdale residents and visitors that are seeking quiet, nature-focused outdoor experiences and a connection with Wisconsin's deeply natural heritage.

School Property and Quasi-Public Facilities

School properties and quasi-public facilities contribute to the overall opportunities of recreational activity within and near the Village of Oakdale. The Village of Oakdale Elementary School includes a playground and open space. These spaces often provide informal recreation and community use when available outside of school hours. These facilities help the Village of Oakdale supplement park resources and are very important in a small rural community. Coordination between the Village and school district can help maximize shared use opportunities and ensure that recreation facilities collectively serve the need of residents and continue to support a strong sense of community.



Source: MRRPC


Source: MRRPC

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STATEWIDE COMPREHENSIVE OUTDOOR RECREATION PLAN (SCORP) 2025-2030

Introduction of Statewide Comprehensive Outdoor Recreation Plan (SCORP)

The planning and provision of outdoor recreational facilities is a key part of building healthy, resilient, and livable communities. Outdoor recreation at the state level is guided by the Wisconsin Statewide Comprehensive Outdoor Recreation Plan (SCORP), which is prepared every five years by the Wisconsin Department of Natural Resources. The Statewide Comprehensive Outdoor Recreation Plan 2025-2030 is developed to prioritize outdoor recreation investments, identify participation trends, and guide state and local decision making. The three core components of recreation planning are: (1) Identifying current and future demand for outdoor recreation activities, (2) creates an inventory of existing recreation facilities and natural resources, and (3) evaluates facilities conditions to determine needs, improvements, expansion, and new development. These components support local governments such as the Village of Oakdale in their recreational planning efforts to include statewide priorities and maintain their eligibility for state and federal recreation funding programs. Definitions are provided in the appendix of this plan.



Source: Wisconsin Statewide Comprehensive Outdoor Recreation Plan (SCORP) 2025-2030

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Recreational Demand

Outdoor recreation is a defining component of Wisconsin residents' quality of life. According to SCORP 2025-2030, 88 percent of Wisconsinites participated in one or more outdoor recreational activities within the past year. This high percentage of participation shows the widespread importance of accessible and high-quality outdoor recreational activities.

The SCORP 2025-2030 identified the main motivations that drive participation in outdoor recreational activities. The most common motivation among Wisconsinites which include:

1. Physical health and exercise (79%)
2. Mental health and happiness (73%)
3. Connection with nature (72%)
4. Socialization with friends and family (67%)
5. Adventure and challenge (52%)

Several barriers that limit participation have been identified and should be considered when planning future facilities and programs in the Village of Oakdale. The top barriers identified statewide include:

1. Lack of time or competing priorities (54%)
2. Cost or lack of money (20%)
3. Lack of awareness of available recreation opportunities (19%)
4. Distance to recreation sites (19%)
5. Lack of companions to experience recreation with (19%)

These findings reinforce the importance of providing affordable, well-maintained, and conveniently located recreation opportunities, as well as improving signage, maps, outreach, and programming to increase awareness and participation.

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Benefits of Outdoor Recreation

SCORP emphasizes that outdoor recreation produces measurable benefits across multiple sectors:

HEALTH BENEFITS

Access to parks, trails, and open spaces supports physical activity and healthy lifestyles for all ages. Regular outdoor recreation significantly reduces the risk of chronic conditions like obesity, heart disease, and diabetes. Beyond physical fitness, natural spaces foster mental health, stress reduction, and crucial social connections.

ECONOMIC BENEFITS

Outdoor recreation is a major driver of Wisconsin's economy. Local assets help support nearby businesses, attract visitor spending, and elevate regional appeal.

Statewide Impact (2023):

- $11.2 Billion in GDP (2.6% of state economy)
- 97,000 jobs supported

Oakdale serves as a key asset within the broader regional recreation network of Monroe County and west-central Wisconsin.

COMMUNITY BENEFITS

Shared spaces strengthen community ties and enhance local quality of life by offering venues for gathering, events, and informal interaction.

Well-maintained, accessible parks and trails foster environmental stewardship, support education, and bridge generational and cultural gaps within the community. Developing these resources can instill pride within the community and create a welcoming destination for residents and visitors.

Implications for the Village of Oakdale

As interest in outdoor recreation continues to grow, the Village of Oakdale is well-positioned to build upon its existing recreation assets, including local parks, open spaces, and trail opportunities. Continued investment in park amenities, trail connections, and accessible recreational facilities will help address participation barriers, support public health, and strengthen Oakdale's role within the regional recreation system. These efforts will ensure that high-quality outdoor recreation opportunities remain available and enjoyable for residents of all ages and abilities through 2030 and beyond.

Source: Wisconsin Statewide Comprehensive Outdoor Recreation Plan (SCORP) 2025-2030

Table 1.7 Percentage of Wisconsin Residents that Participate in Activities in the Last 12 Months

Activity Groups	% of WI residents that participated at least once in the last 12 months
Trail Based	
Walking/Hiking/Running (on paved trails)	65.7
Hiking/Walking/Running (on unpaved trails)	59.2
Bicycling: Regular bicycle	32.7
Bicycling: E-bike	8.1
Mountain Biking: Regular bicycle	12.8
Mountain Biking: E-bike	2.3
Riding a motorized vehicle (e.g. ATV, 4WD, motorcycle)	24
Inline skating/Roller blading	5.4
Horseback riding	4.6
Land Based	
Wildlife watching/Nature photography	45.1
Picnicking	43.9
Visiting a nature center	36.6
Gardening (in community gardens)	30.7
Visiting a dog park	23.6
Camping - Tent	21.6
Camping - RV/Pop-up/Van	18.2
Playing court sports (e.g. basketball, pickleball, tennis)	21.3
Playing disc golf	9.8
Playing field sports (e.g. soccer, football, baseball)	16.5
Geocaching	4.2
Rock climbing outdoors with climbing gear	2.9
Bouldering outdoors (with crash pad only)	1.8
Foraging or gathering (e.g. wild edibles, medicinal plants)	14.7
Managing land (e.g. restoring habitats, building trails)	11.5
Hunting	18.8
Recreational Firearm range shooting (target, clays, trap)	16.6
Trapping	2.8
Water Based	
Swimming in lakes, ponds or rivers	46.3
Fishing	40
Motorboating (including pontoons)	39.6
Canoeing, kayaking, row boating, stand up paddle boarding	36.2
Using splash pads or outdoor pools	30.3
Water skiing, wakeboarding	9.7

Winter Based	
Ice fishing	15.7
Snowmobiling	9
Downhill skiing/Snowboarding	8.4
Snowshoeing	8.2
Cross-country skiing	5.5
Winter biking (sometimes called "fat tire" biking)	2.6

Source: Wisconsin Statewide Comprehensive Outdoor Recreation Plan 2025-2030

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Favorite Places to Visit Based on Public Input

The Wisconsin Department of Natural Resources prepares a public input survey summarized in the SCORP 2025-2030 that provides insight into where Wisconsinites choose to participate in recreation. While preferences vary by activity and location, respondents of the survey consistently identified quality and experience as the most important part and what would determine their favorite places to visit. Across the state of Wisconsin, the quality of trails emerged as the most influential factor in determining preferred recreation sites. This reflects a high participation rate in trail-based activities such as hiking, walking, running, bicycling, and nature observation. In addition to trail quality, respondents emphasized the importance of quiet, natural settings that allow for relaxation and immersion in nature.

Other key factors shaping favorite recreation destinations include:

- Availability of clear maps, signage, and visitor information, which improve navigation and overall user experience
- High-quality natural habitat, including scenic landscapes, wildlife presence, and intact ecosystems
- Opportunities for both active and passive recreation, accommodating a wide range of ages, abilities, and interests

For the Village of Oakdale, these preferences reinforce the value of maintaining well-designed trail systems, preserving natural character, and enhancing wayfinding and interpretive amenities at parks, trails, waterways, and natural areas.

Statewide Needs

Based on the 2025-2030 SCORP, the Western Sands Region rates recreational activities as high, medium, or low relative to needs of the region. The groupings are as follows:



Source: Wisconsin Department of Natural Resources

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Table 1.8 Future Recreation Needs in the Western Sand Region

Future recreation needs in the Western Sand Region - High	Future recreation needs in the Western Sand Region - Medium	Future recreation needs in the Western Sand Region - Low
Bicycling - bicycle touring/road riding	ATV/UTV riding	Bicycling - fat tire/snow biking
Bicycling - mountain biking/off-road biking	Dog training	Dog sledding/skijoring
Bird or wildlife watching	Dog trialing	Geocaching
Camping - developed	Fishing - ice fishing	Horse cart driving
Camping - primitive	Four-wheel vehicle driving	Sailing, windsurfing, rowing, stand-up paddling
Canoeing or kayaking	Gather mushrooms, berries, etc.	Scuba diving/snorkeling
Cross country skiing	Hunting - migratory birds	Snowmobiling
Dog walking	Hunting - small game	Target shooting - archery
Fishing - lake fishing from a boat, canoe or kayak	Hunting - turkey	Trapping
Fishing - lake fishing from shore or a pier	Motorboating (waterski/tubing, personal watercraft)	Visiting a beach, beach walking
Fishing - river fishing from a boat, canoe or kayak	Nature photography	Whitewater rafting
Fishing - stream or river fishing from shore or wading	Off-highway motorcycle riding	
Hiking, walking, trail running, backpacking	Participating in nature-based education programs	
Horseback riding	Rock climbing	
Hunting - big game	Target shooting - firearms	
Picnicking		
Snowshoeing		
Swimming in lakes and rivers		

Source: Wisconsin Statewide Comprehensive Outdoor Recreation Plan ROA

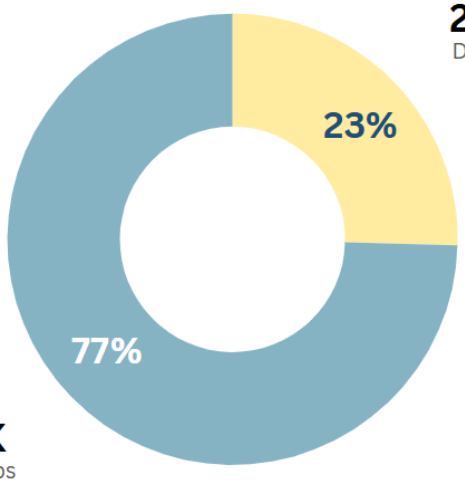
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TRAVEL AND TOURISM REPORT WITHIN THE VILLAGE OF OAKDALE

Time Period: Last 12 Months Home Distance: 50+ Miles

Total Trips	Avg. Monthly Visitors	Visit Nights	Total Visitor Spend
100.6K	7.5K	97.0K	$285.4K
vs. 101.3K previous year (2024)	vs. 7.7K previous year (2024)	vs. 103.6K previous year (2024)	vs. $298.9K down from (2024)

Day vs Overnight



23.4K
Day Trips

77.2K
Night Trips

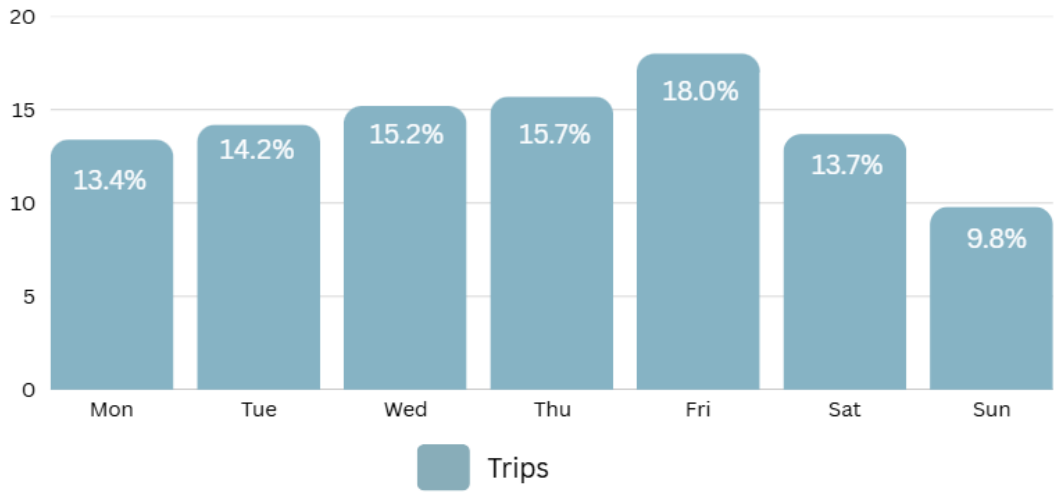
Trip Origins

1st **Chicago, IL**
11.3K Trips

2nd **Minneapolis-St. Paul, MN**
8.3K Trips

3rd **Madison, WI**
5.6K Trips

Day of Arrival



Visitor Origins

ORIGIN	TRIPS	AVG MONTHLY VISITORS	VISIT NIGHTS	AVG DURATION	TOTAL SPEND	AVG SPEND/TRIP
Chicago, IL	11,278	927	10,055	1.1 nights	$717.2K	$64
Minneapolis-St. Paul, MN	8,256	612	7,435	1.3 nights	$310.5K	$38
La Crosse-Eau Claire, WI	5,629	243	2,783	1.6 nights	$146.7K	$26
Madison, WI	4,889	296	4,044	1.6 nights	$92.7K	$19
Milwaukee, WI	4,819	418	5,070	1.6 nights	$153.6K	$32
New York, NY	3,331	305	2,925	1.0 nights	$215.8K	$65
Philadelphia, PA	2,411	260	1,971	1.1 nights	$153.0K	$63
Green Bay-Appleton, WI	2,401	195	2,084	1.7 nights	$61.3K	$26
Altanta, GA	1,760	162	1,965	1.3 nights	$149.9K	$85

Source: Placer.ai. (2026). Foot traffic and demographic analysis for the Village of Oakdale. Retrieved July 20, 2026, from https://www.placer.ai.

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LOCAL PRIORITIES & OBJECTIVES

Survey Highlights

The Village of Oakdale conducted a community survey as part of the update to its Outdoor Recreation Plan. The survey was made available to the public through the Mississippi River Regional Planning Commission's website and was distributed at local businesses throughout the Village. The purpose of the survey was to gather input on park usage, recreational needs, community preferences, and desired improvements to park facilities. A total of 32 responses were received. A summary of the survey results is presented below, with the full survey report included in Appendix E.

1. Survey Demographics and Participation

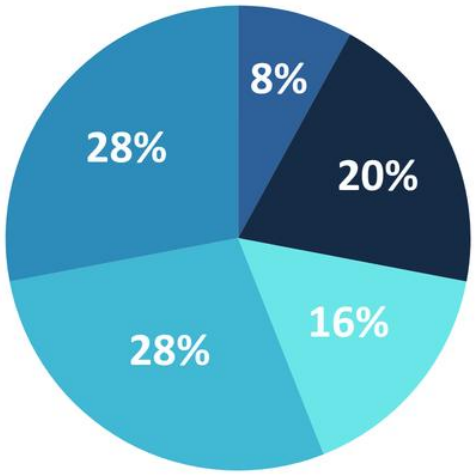
Residency: 75% of respondents (24) reside directly within the Village of Oakdale, while 16% (5) live in Monroe County.

Tenure: The community represents deep roots; 68% of local respondents (17 out of 25) have lived in the village for 10 or more years.

Age Distribution: The largest participating demographic was the 30–45 age bracket (11 respondents), followed closely by residents aged 65 or older (9 respondents).

2. Frequency of Facility Use

- **Very Often** (1+ times per week)
- **Often** (1+ times per month)
- **Sometimes** (A few times a year)
- **Seldom** (1–2 times a year)
- **Never**



3. Top Favorite Outdoor Recreation Activities

1. Fishing
2. Picnicking
3. Wildlife Viewing / Bird Watching
4. Hiking
5. Swimming & Camping

4. Public Facilities in High Demand

When evaluating specific facilities, respondents identified clear gaps where Oakdale lacks infrastructure compared to neighboring regions, noting what they would like to see be developed within the community:



5. Resident Dream Projects: "DREAM BIG!"

- *My ideal outdoor recreation experience in the Village of Oakdale would include open spaces where children can explore, run, climb, and engage in imaginative play, along with well-maintained pickleball courts that bring families and neighbors together. A recreation area that combines active play, community gathering, and opportunities for all ages would make Oakdale an even stronger place to live.*
- *An outdoor pavilion with a stage for live music and community events would provide entertainment throughout the summer, support local businesses, and help promote Oakdale to visitors from surrounding communities.*
- *A multi-use recreation facility that provides opportunities for adults, children, and dogs while serving residents of all ages.*
- *Additional recreation amenities such as a skate park, splash pad, and updated playground equipment.*
- *A large fishing lake would be an ideal addition. However, I am generally satisfied with the outdoor recreation opportunities currently available in Oakdale and the surrounding area.*
- *Improve winter maintenance by regularly plowing sidewalks.*
- *Replacing and expanding the playground is the most important recreation improvement for the Village.*
- *Develop a fishing pond near the Village wastewater treatment ponds.*

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- *Create a village-wide multi-use trail system.*
- *Develop a continuous, year-round walking trail throughout the Village. Improve trail and sidewalk connections along Highway N, Ballpark Drive, Tara Street, and other key areas to provide safer pedestrian access. Expand the playground into the vacant area behind the baseball field, consider developing a dog park near the highway, and improving trail connections to reduce the need for pedestrians to walk along busy roadways.*
- *Install batting cages that could also serve as a revenue-generating amenity for the Village.*

Note: Survey comments have been lightly edited for spelling, grammar, punctuation, and readability. The original meaning and intent of each response have been preserved.



IMPLEMENTATION PRIORITIES

Village of Oakdale Priorities, Objectives, and Action Items for 2026-2031

The implementation priorities, objectives, and action items identified within this Outdoor Recreation Plan were developed through the evaluation of the Village's existing recreation facilities, analysis of demographic trends, review of local and regional recreation resources, and input received from residents through the Village's public recreation survey. Priority has been given to projects that demonstrate strong community support, address identified recreation needs, are financially achievable, and have the greatest potential to enhance the quality of life for the Village of Oakdale residents and visitors.

The recommendations focus on improving and maintaining Village-owned recreation facilities while identifying opportunities to expand recreational amenities through strategic partnerships with Monroe County, the Wisconsin Department of Natural Resources, local organizations, community volunteers, and other public and private partnerships. The implementation priorities are intended to serve as a flexible guide for future decision-making and capital improvements while maintaining the Village's eligibility for state and federal outdoor recreation grant programs.

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Table 1.9 Village of Oakdale Priorities, Objectives, and Action Items for 2026-3031

Project / Initiative (Priority)	Descriptions	Lead/s and First Steps	Potential Partners	Potential Funding Sources
High Priority				
Replace and Modernize Village Park Playground	Replace aging playground equipment with modern, accessible equipment that serves a wider range of users. Improve safety surfacing and site amenities.	Village Board; Park Committee. Develop Design, estimate costs, and pursue grant funding.	Monroe County, local businesses, community organizations.	Wisconsin DNR Stewardship Program, Land and Water Conservation Fund (LWCF), Village Capital Improvement Funds, Donations.
Develop a Multi-Purpose Community Park Facility	Construct a multi-purpose facility with restrooms, kitchen space, electrical service, and storm shelter capabilities to support community events and emergency needs.	Village Board. Complete feasibility study, develop conceptual plans, and identify funding.	Monroe County Emergency Management, local organizations and partners.	FEMA Hazard Mitigation Programs (where eligible), WDNR Stewardship, Community Fundraising, Village Funds.
Improve Walking and Trail Connectivity	Construct sidewalks along South Oakwood Street and improve connections between the Village Park, Recreation Area, neighborhoods, Oakdale Elementary School, and the Village Trail.	Village Board; Public Works. Prepare engineering plans and coordinate improvements with roadway projects.	Monroe County Highway Department, Wisconsin DOT.	Transportation Alternatives Program (TAP), WDNR Recreation Trails Program, Village Funds.
Enhance the Village Trail	Install benches, garbage and recycling receptacles, dog waste stations, landscaping, and interpretive educational signage to improve the user experience.	Village Board; Public Works. Prioritize amenities and implement improvements as funding becomes available.	Monroe County, local businesses, community organizations.	WDNR Recreation Trails Program, Stewardships Grants, Donations.

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Medium				
Expand Recreation Opportunities at the Baseball and Recreation Area	Develop a stage or event space, improve landscaping, and increase opportunities for informal recreation and community events.	Village Board. Prepare concept plan and coordinate improvements with community groups.	Local organizations, youth groups.	WDNR Stewardship Program, Community Fundraising, Village Funds.
Construct a Half-Court Basketball Court	Add a half-court basketball facility near the Village Park to provide additional recreation opportunities for youth and adults.	Village Board. Determine location and develop construction plans.	Local schools, service organizations.	LWCF, WDNR Stewardship, Donations.
Improve Park Maintenance and Landscaping	Continue routine maintenance, replace aging site furnishings, improve landscaping, and maintain park facilities to preserve community assets.	Public Works; Village Board. Incorporate improvements into annual maintenance schedules.	Community volunteers, local businesses.	Village Operating Budget.
Expand Community Recreation Programming	Partner with local organizations to host community events, youth recreation programs, outdoor concerts, tournaments, and seasonal activities utilizing Village facilities.	Village Board; Community Organizations. Coordinate annual event schedule.	Schools, civic groups, local businesses.	Sponsorships, Event Fees, Donations.
Low				
Evaluate Future Recreation Amenities	As funding and demand allow, evaluate additional amenities identified through the public survey, including a splash pad, dog park, and expanded playground opportunities.	Village Board. Reassess community needs during future plan updates.	Wisconsin DNR, Monroe County, private partners.	Future Grant Opportunities, Village Funds.

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Potential Storm Shelter and Community Center

The Village of Oakdale has identified a potential storm shelter that will also function as a community center as a long-term wish-list item and a project the Village would like to work toward as opportunities arise. The proposed facility could include a storm shelter, community gathering space, restrooms, and a kitchen to support community events and provide residents with a designated location for shelter during severe weather.

The project is currently in the very early stages of consideration, and no formal development plans or construction timeline have been established. Moving forward will depend largely on the availability of grant funding and other financial resources. The final design, amenities, and scope of the project would be determined by available funding and the Village's needs at the time of development. Although the project is not currently committed or funded, it represents a potential future investment in community safety, emergency preparedness, and public gathering opportunities.

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CONCEPT VIEW

Disclaimer: This rendering is conceptual and intended for illustrative purposes only. The proposed storm shelter and community center is a preliminary wish-list item and is not an approved or funded project. Final design, features, and construction are subject to future planning, funding availability, and Village approval.

PLANNING PROCESS

The Village of Oakdale worked in partnership with the Mississippi River Regional Planning Commission (MRRPC) to prepare this Outdoor Recreation Plan. The planning process was designed to evaluate the Village's existing parks and recreation facilities, identify community needs, and establish priorities that will guide future investments in outdoor recreation. A key component within the planning process of outdoor recreation is public participation. Residents and visitors of the Village of Oakdale and surrounding area had the opportunity to provide valuable input of what they would like to see. The public recreation survey was available through the Mississippi River Regional Planning Commission's website and local businesses throughout the community. The survey received a total of 32 responses that provided valuable information and feedback on current park use, desired amenities, and long-term recreation priorities.

The individuals who took part in the survey consistently expressed support for improving the Village of Oakdale's existing recreational assets while expanding opportunities for people of all ages. A summary of common themes from the outdoor recreation survey included upgrading playground equipment, improving walking and biking connections, enhancing the Village Trail, creating more spaces for community events, and expanding family orientated recreational opportunities. This feedback paired with the inventory of current existing facilities, demographic analysis, and input from Village officials, formed the foundation for the goals, objectives, and implementation priorities included in this plan.

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Summary of Previous Outdoor Recreation and Other Plans

This Outdoor Recreation Plan adds to and complements other planning efforts that influence parks, recreation, transportation, community facilities, and natural resources within the Village of Oakdale and the surrounding region. While each plan serves a different purpose when put together these plans help to ensure that the Village of Oakdale's broader vision for growth and quality of life aligns with the surrounding areas.

Village of Oakdale Comprehensive Plan 2025-2045

The Village of Oakdale's Comprehensive Plan establishes the vision for future growth, land use, transportation, housing, utilities, and community facilities. The Recommendations contained in this Outdoor Recreation Plan support that vision by helping promote high-quality parks, trails, open spaces, and recreational opportunities that enhance community health by encouraging active lifestyles which strengthens the Village of Oakdale's small-town character.

Monroe County Outdoor Recreation Plan 2022-2026

The Monroe County Outdoor Recreation Plan recognizes the importance of preserving natural resources, improving opportunities for outdoor recreation, and supporting tourism throughout the county. The Village of Oakdale's planned recreation improvements align with these county wide goals by encouraging the enhancement of local parks, improving pedestrian connectivity, and creating recreational opportunities that benefit both residents and visitors.

Monroe County Multi-Hazards Mitigation Plan 2025-2030

The Monroe County Multi-Hazards Mitigation Plan identifies strategies to reduce risks associated with natural hazards and improve community resilience. As recreational improvements are planned and implemented, the Village of Oakdale should consider opportunities to incorporate resilient design practices, improve stormwater management, and, where appropriate, develop facilities that are able to have multiple functions and serve the community during emergencies.

Wisconsin Statewide Comprehensive Outdoor Recreation Plan (SCORP) 2025-2030

The purpose of the Wisconsin Statewide Comprehensive Outdoor Plan (SCORP) is to identify statewide recreation trends, priorities, and funding opportunities. The Village of Oakdale's priorities closely align with the needs identified in the SCORP and include improving existing parks, enhancing playgrounds, expanding trail connections, and creating a gathering space for the community. By maintaining this Outdoor Recreation Plan the Village of Oakdale ensures their eligibility to pursue the Wisconsin Department of Natural Resources outdoor recreation grant programs that can help fund future projects.

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APPENDIX A: Grant Opportunities

Grant Funding Opportunities

To implement the recommendations that are contained in this Outdoor Recreation Plan it will be necessary to cultivate public and private partnerships to include local investment and grant funding opportunities. While the Village of Oakdale will continue to support routine park maintenance and smaller improvements through local funding, larger recreation projects may require financial assistance from state, federal, and other funding sources. Maintaining an adopted Outdoor Recreation Plan is an important requirement for many Wisconsin Department of Natural Resources (WDNR) grant programs. Adoption of this plan helps position the Village to pursue funding opportunities during the 2026–2031 planning period.

The following grant programs are among the most applicable to the recreation improvements identified within this plan for the Village of Oakdale.

Wisconsin Department of Natural Resources (WDNR)

Acquisition & Development of Local Parks (Knowles-Nelson Stewardship Program)

The Acquisition & Development of Local Parks Program provides financial assistance for acquiring land and developing or improving public outdoor recreation facilities. Eligible projects include playgrounds, park shelters, sports courts, trails, open spaces, accessibility improvements, and other park amenities. This program is well suited to many of the priority projects identified for the Village Park and Recreation Area within the Village of Oakdale.

Land & Water Conservation Fund (LWCF)

The Land and Water Conservation Fund provides matching grants to local governments for the acquisition and development of public outdoor recreation facilities. Eligible projects include playgrounds, trails, picnic shelters, restrooms, recreation courts, and other public park improvements. The program has historically provided reimbursement grants for up to 50 percent of eligible project costs.

Recreational Trails Program (RTP)

The Recreational Trails Program provides funding for the development, maintenance, restoration, and improvement of both motorized and non-motorized recreational trails. This

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program may assist the Village of Oakdale with future improvements to the Village Trail, trail connections, trail amenities, signage, benches, and accessibility improvements.

Outdoor Recreation Legacy Partnership (ORLP)

The Outdoor Recreation Legacy Partnership Program provides funding for the creation or redevelopment of outdoor recreation spaces in communities with demonstrated recreation needs. While funding availability and eligibility vary, this program may support larger community recreation projects if future opportunities become available.

Urban Green Space (Knowles-Nelson Stewardship Program)

The Urban Green Space Program assists communities with acquiring land to preserve open space and expand opportunities for nature-based outdoor recreation. Although acquisition may not be an immediate priority, the program may provide future opportunities if additional parkland becomes available.

Urban Forestry Grants

Urban Forestry Grants provide assistance with tree planting, urban forest management, and improving the health and resilience of community tree canopies. These funds can complement park improvements by enhancing shade, aesthetics, and environmental quality within the Village Park and along the Village Trails.

Wisconsin Department of Transportation (WisDOT)

Transportation Alternatives Program (TAP)

The Transportation Alternatives Program provides funding for bicycle and pedestrian improvements that enhance safety and connectivity. Eligible projects include sidewalks, shared-use paths, pedestrian crossings, and trail connections. Several of the improvements identified within this plan align with Wisconsin's Safe Routes to School (SRTS) initiative and would strengthen pedestrian connections near Oakdale Elementary School. These improvements would make walking and biking to school safer and easier within the Village of Oakdale.

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USDA Rural Development

As a rural community, the Village of Oakdale may be eligible for USDA Rural Development funding. These programs provide loans and, in some cases, grants for community facilities and infrastructure improvements. Multi-purpose community buildings, recreation facilities, and other public amenities may qualify depending on program requirements and available funding.

Community Development Block Grant (CDBG)

The Wisconsin Department of Administration manages the Community Development Block Grant programs that assist eligible communities with public facility and infrastructure improvements. Recreation-related projects that include accessibility improvements, community buildings, sidewalks, or supporting infrastructure may qualify when program requirements are met.

Local Partnerships and Other Funding Sources

In addition to state and federal grants, the Village of Oakdale should continue to pursue partnerships with Monroe County, local businesses, civic organizations, schools, service clubs, and volunteers. Local fundraising efforts, donations, sponsorships, and in-kind contributions can strengthen grant applications by demonstrating community support and providing required local matching funds.

Potential local funding sources include:

- Village Capital Improvement Program (CIP)
- Annual Village operating budget
- Community fundraising campaigns
- Donations from residents and local businesses
- Service organizations and local foundations
- Volunteer labor and in-kind contributions

Future Funding Opportunities

Grant programs, eligibility requirements, and funding priorities are updated periodically. Throughout the 2026–2031 planning period, the Village should regularly monitor new opportunities offered by the Wisconsin Department of Natural Resources, Wisconsin Department of Transportation, USDA Rural Development, and other state and federal agencies. Maintaining this Outdoor Recreation Plan will help ensure the Village remains well positioned to pursue future funding as programs evolve.

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APPENDIX B: MAPS

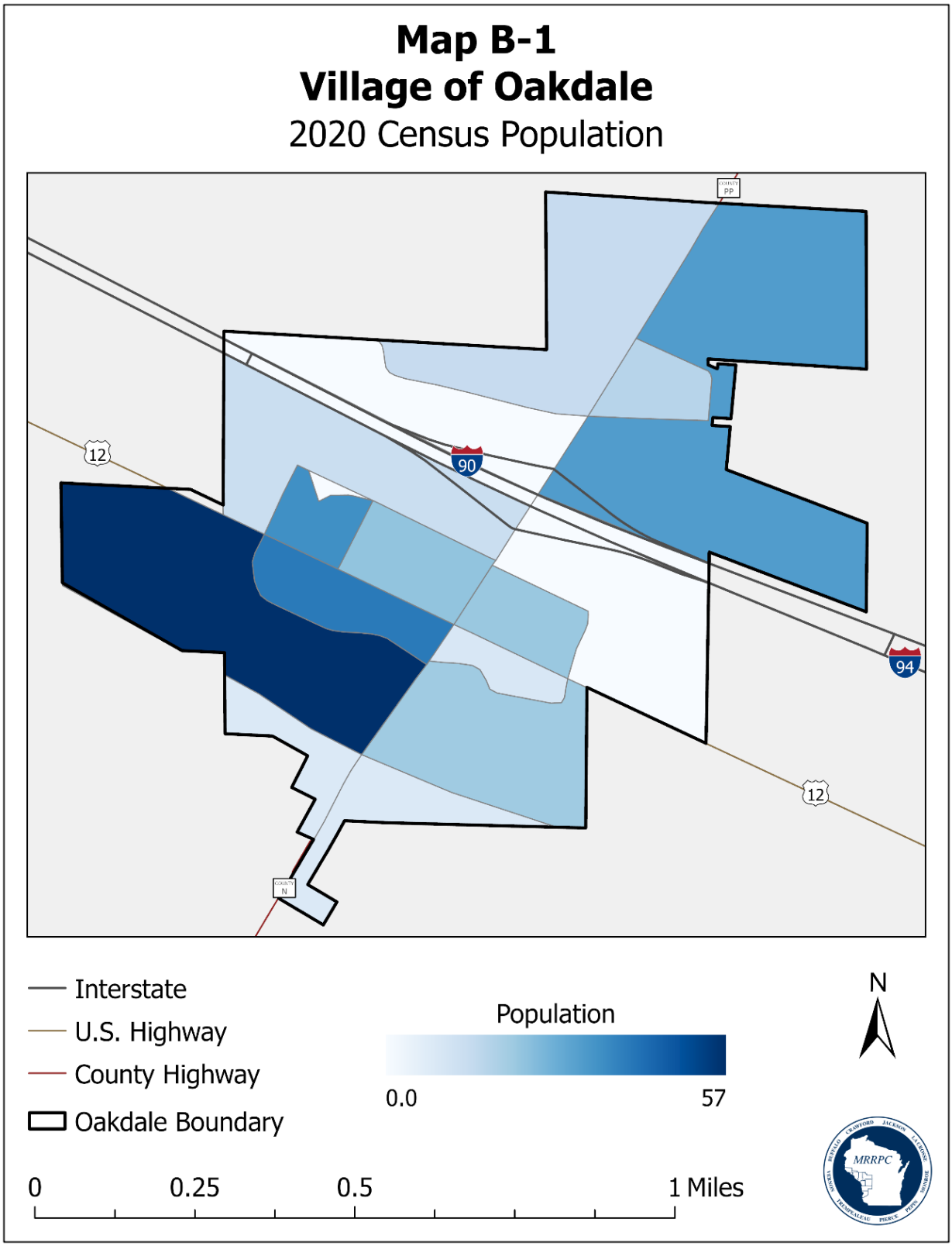
Village of Oakdale Maps

The following maps and supporting table are included in this section to provide an overview of the Village of Oakdale's existing conditions, recreation resources, and environmental characteristics.

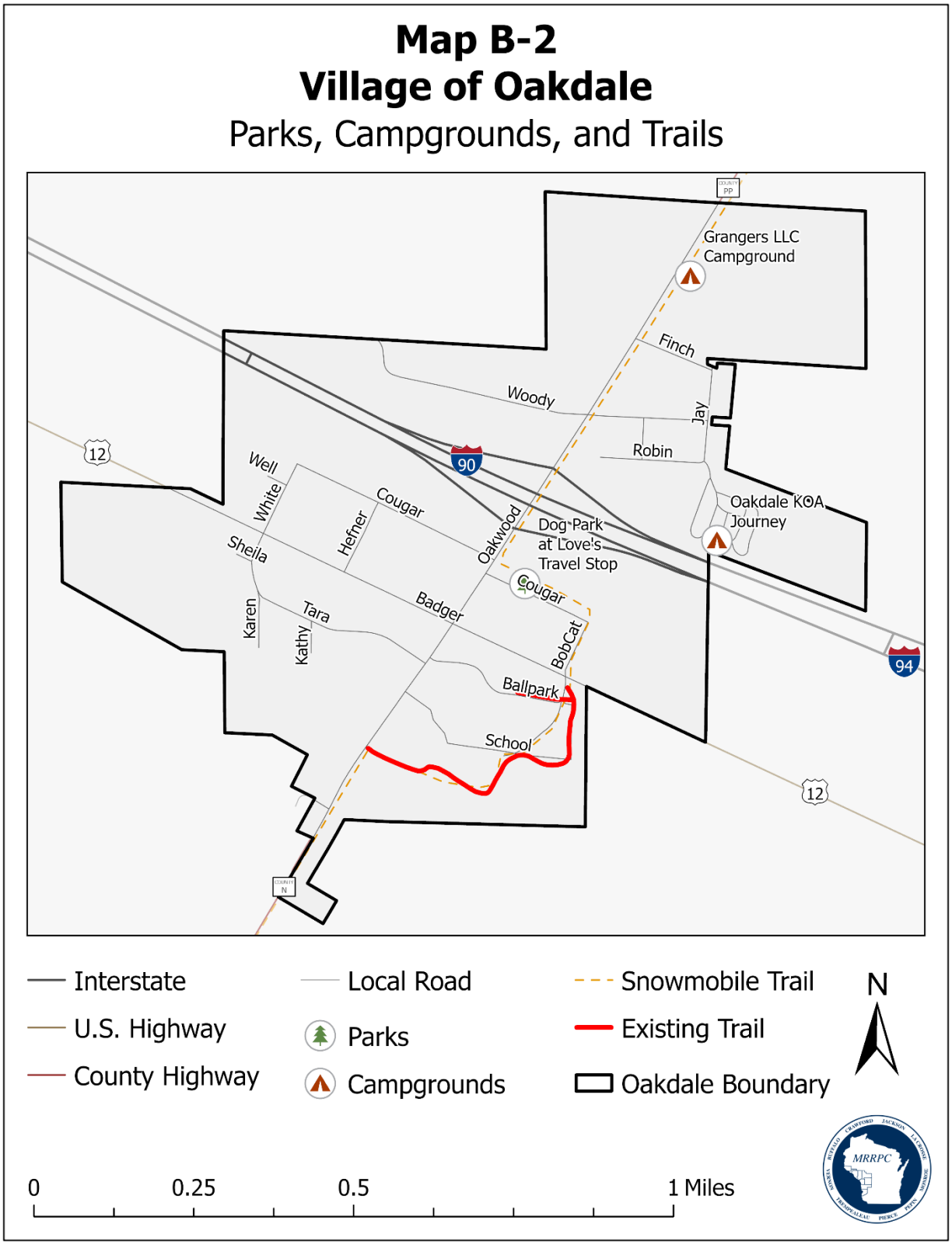
- Map B-1: Population
- Map B-2: Parks, Campgrounds, and Trails
- Map B-3: Surrounding Recreation Amenities
    - Table B-1: Surrounding Recreation Amenities
- Map B-4: Transportation Network
- Map B-5: Land Cover
- Map B-6: Percent Slope
- Map B-7: Shaded Relief
- Map B-8: Soils
- Map B-9: Village Multi-Use Trail

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Map B-1 Population



Map B-2 Parks, Campgrounds, and Trails



Map B-3 Surrounding Amenities

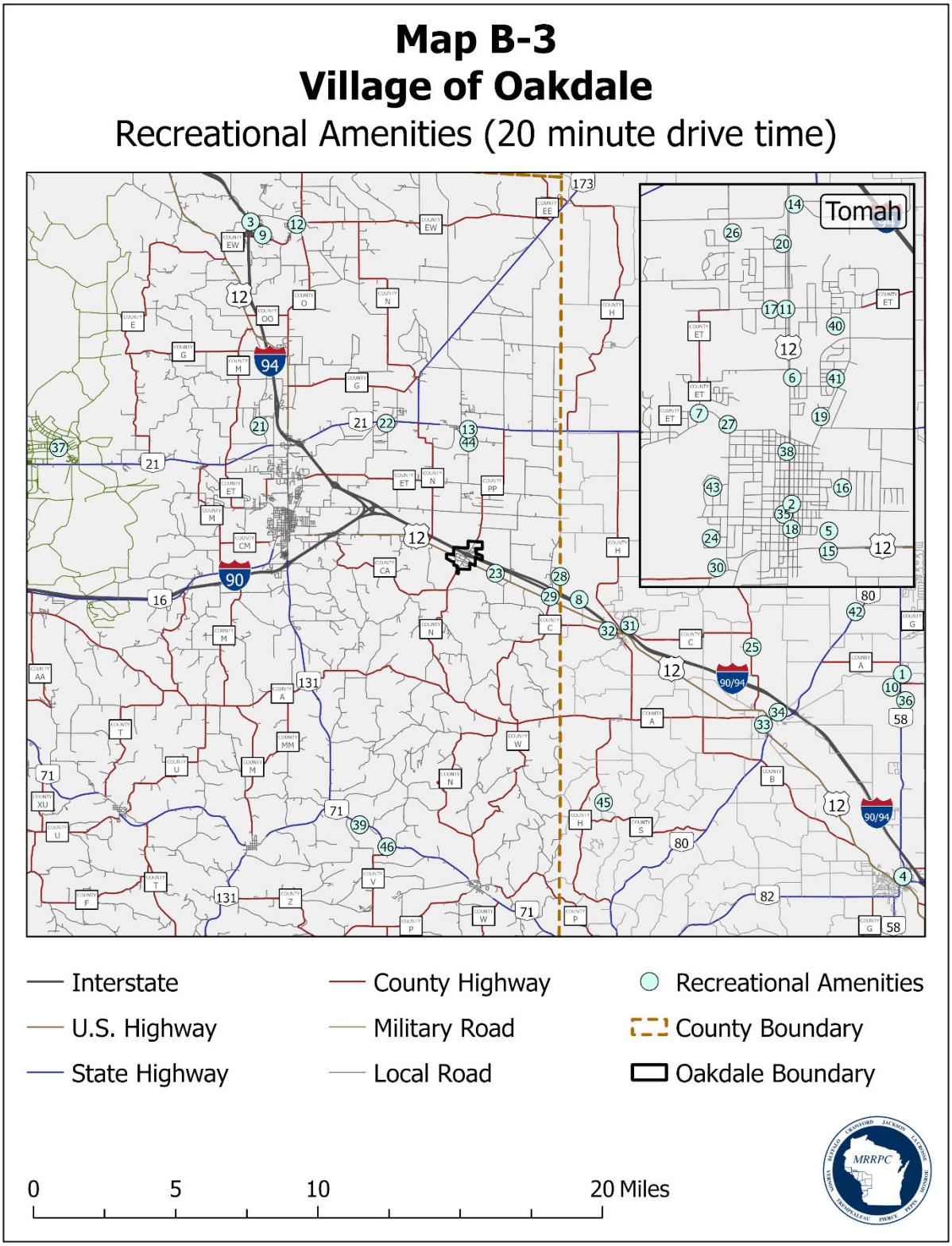


Table B-1: Map B-3 Surrounding Amenities

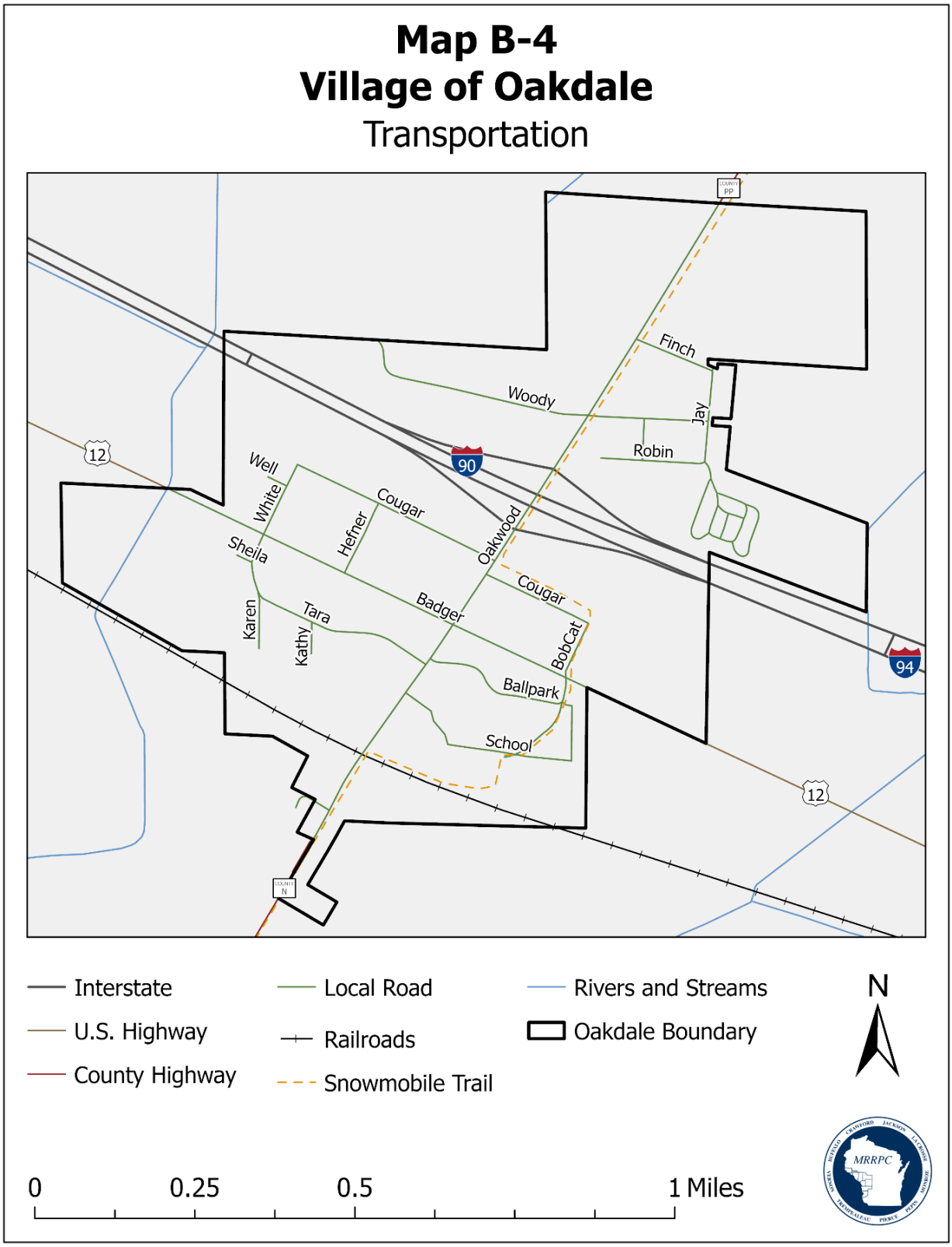
Oakdale Surrounding Amenities (20 Minute drive time)			
Map Number	**Name**	**Location**	**City**
1	Adrenaline Rush Sports	N7081 Highway 58	New Lisbon
2	Anytime Fitness	1018 Superior Ave	Tomah
3	Bear Trax Mini Golf	701 Yogi Circle	Warrens
4	Boorman House Museum	211 N Union St	Mauston
5	Buckley Park	E Holton St	Tomah
6	Veterans Memorial Park	Arthur St @ Kilbourn Ave	Tomah
7	Butts Park	1114 Parkview Dr	Tomah
8	Camp Douglas Sportsman's Club	N8117 Keichinger Rd	Camp Douglas
9	Jellystone Park Warrens	1500 Jellystone Park Drive	Warrens
10	Cedar Springs Campground	7046 WI-58 Trunk	New Lisbon
11	Club 24 X7 Hometown Healthclub	201 W Veterans St	Tomah
12	Wisconsin Cranberry Discovery Center	204 Main St	Warrens
13	EMC Wyeville Rod and Gun Club	30550 Excelsior Ave	Tomah
14	Eupraxia-Tomah	1621 N Superior Ave	Tomah
15	Ever Fit Women's Health Club	625 E Clifton St	Tomah
16	Fireman's Park	Carol Ave	Tomah
17	Fit 3.6.5	201 W Veterans St	Tomah
18	Gillett Park	110 E Council St	Tomah
19	Glendale Ball Park	Harrison St	Tomah
20	Heart Strong Fitness Studio	1410 N Superior Ave	Tomah
21	Hiawatha Golf Club	10229 Ellsworth Rd	Tomah
22	Ho-Chunk Gaming Tomah	27867 State Highway 21	Tomah
23	J&M Flying Wheels	15111 Hobby Rd	Tomah
24	Jodi Circle Park	Jodi Circle	Tomah
25	Kennedy County Park	Kennedy County Park	New Lisbon
26	LaGrange Ballfields	1532 Lagrange Ave	Tomah
27	Lake Tomah and Recreation Trail	Lake Tomah and Recreation Trail	Tomah
28	Mill Bluff State Natural Area	Gypsum Ave	Camp Douglas
29	Mill Bluff State Park	15819 Funnel Rd	Camp Douglas
30	Tomah Recreation Park	1625 Butts Ave	Tomah
31	National Guard Museum-volk Field	100 Independence Dr	Camp Douglas
32	Nelson Park	N West St	Camp Douglas
33	New Lisbon Community Pool	421 S Division St	New Lisbon

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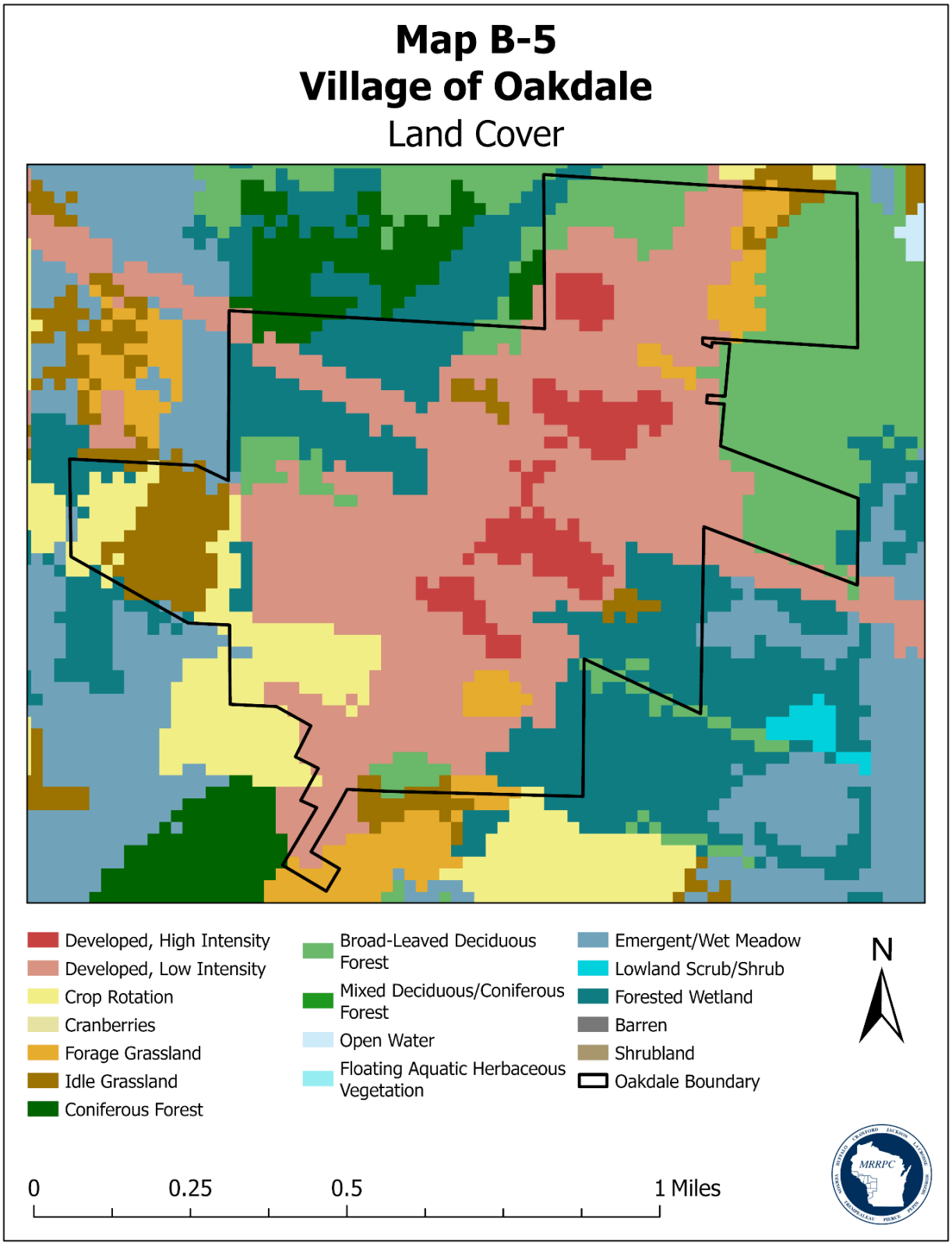
34	New Lisbon Riverside Park Campground	635 Hog Island Rd	New Lisbon
35	POP Indoor Golf	1103 Superior Ave	Tomah
36	Relaxin Cabins	N6768 Highway 58	New Lisbon
37	Rumpel Fitness Center	1121 South St	Greenfield
38	Tomah Museum	321 Superior Ave	Tomah
39	Tunnel Trail Campground	26983 State Highway 71	Wilton
40	Veterans Park	2nd St	Tomah
41	Waterman Park	Norsk Ave	Tomah
42	Winding River Campground	N7989 State Road 80	New Lisbon
43	Winnebago Park	931 Brandon St	Tomah
44	Woods Edge Campground	10558 Freedom Rd	Tomah
45	Omaha Trail	Omaha Trail	Hustler
46	Elroy-Sparta State Trail	Elroy Sparta State Trail	Kendall

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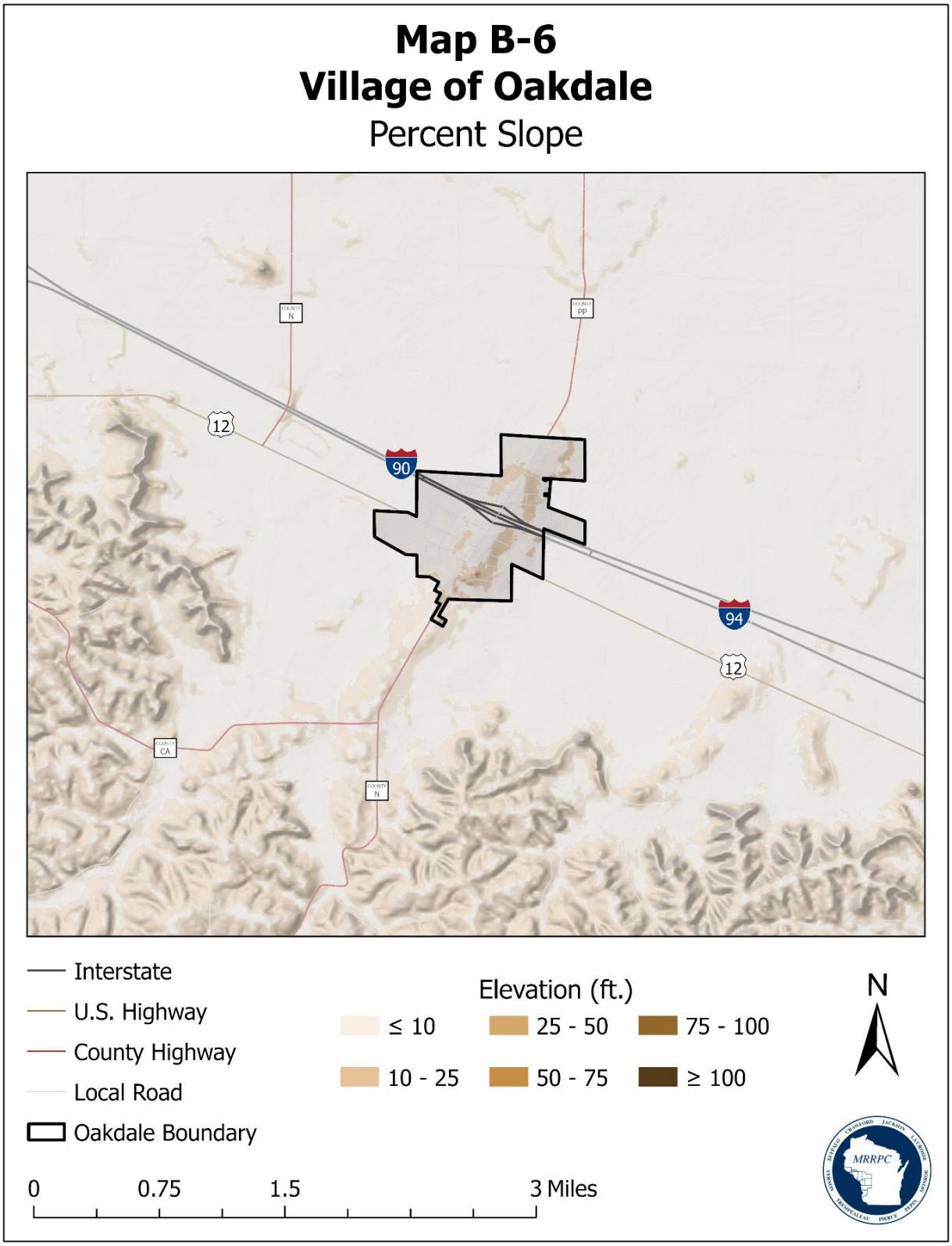
Map B-4 Transportation



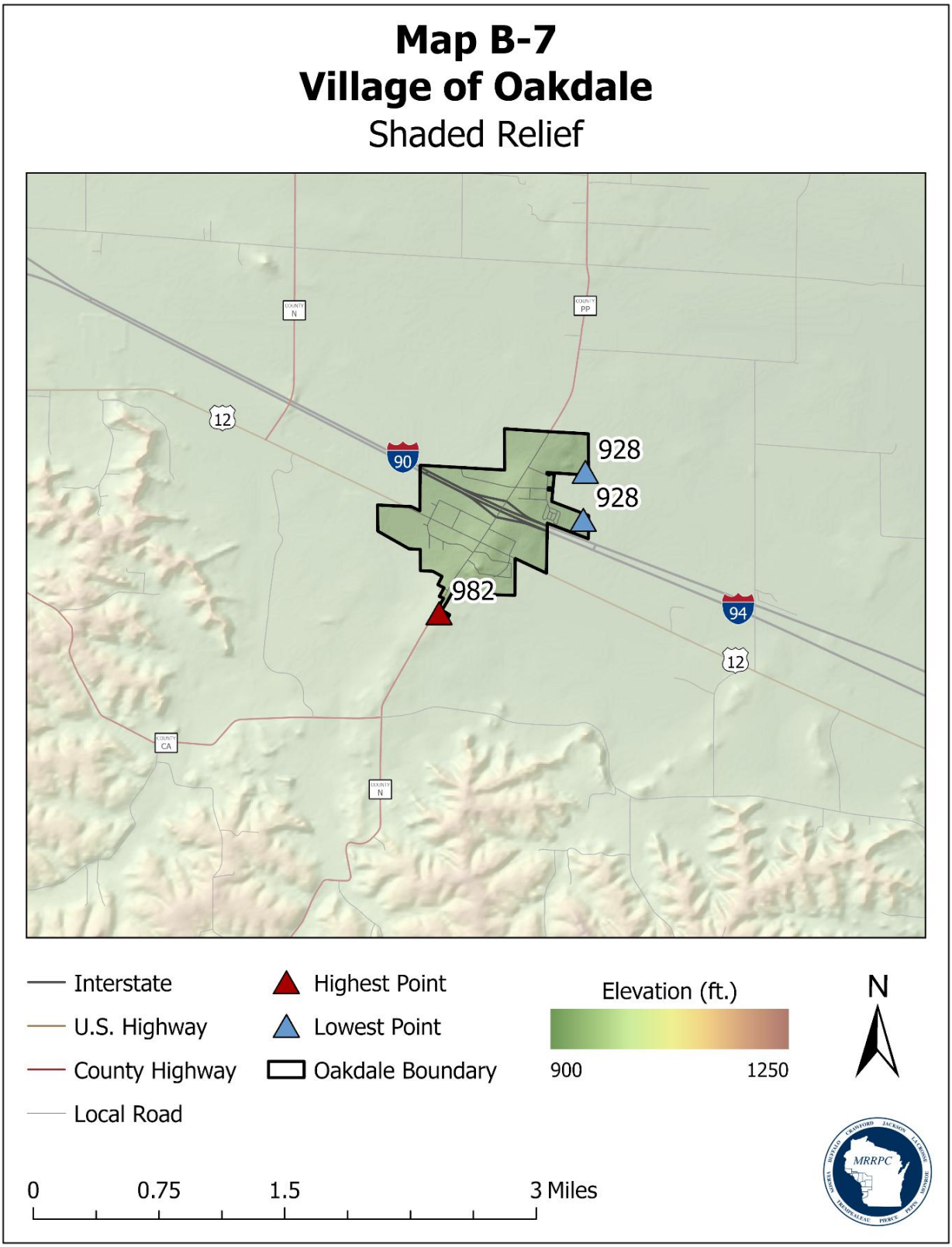
Map B-5 Land Cover



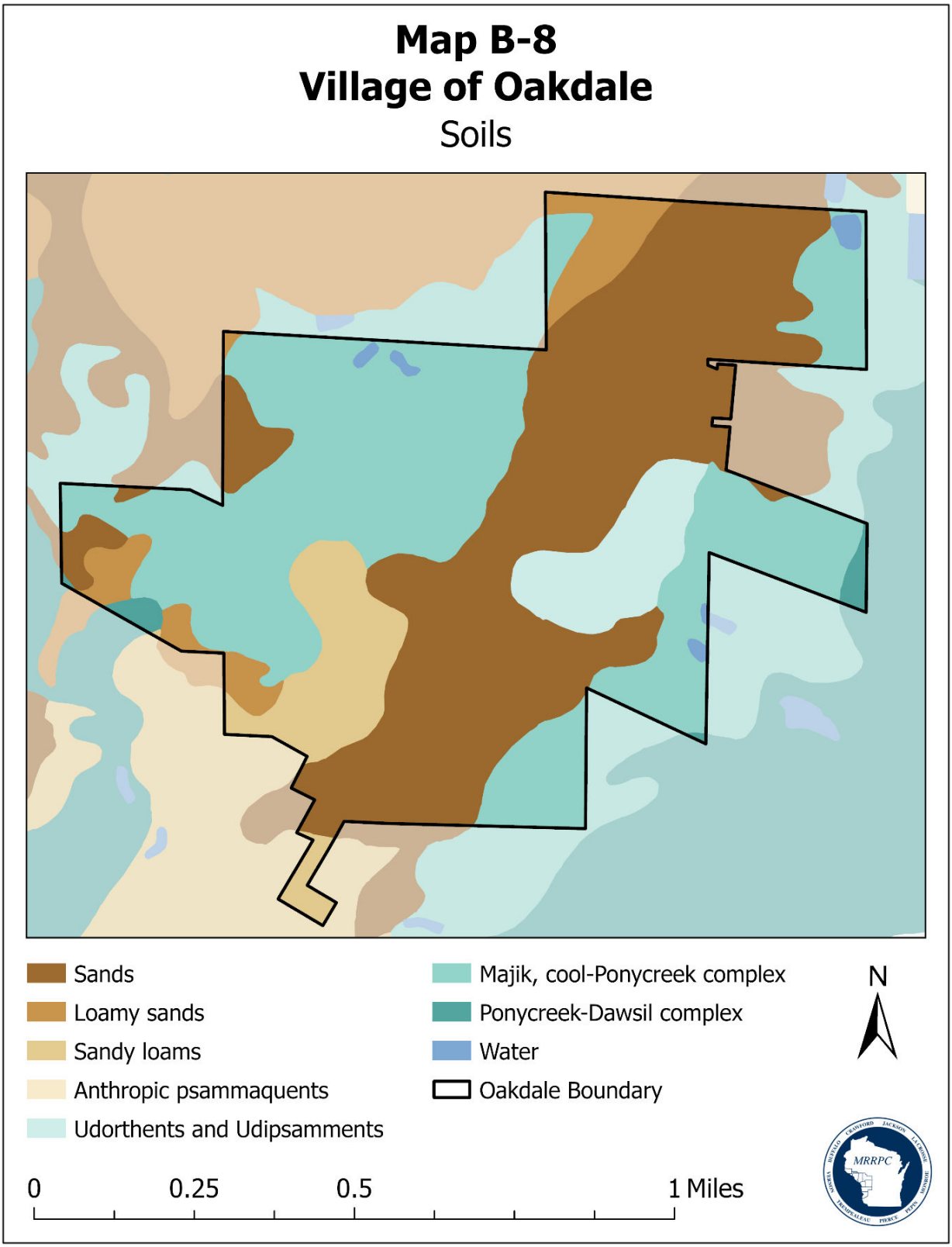
Map B-6 Percent Slope



Map B-7 Shade Relief



Map B-8 Soil


Map B-8
Village of Oakdale
Soils
Sands
Loamy sands
Sandy loams
Anthropic psammaquents
Udorthents and Udipsamments
Majik, cool-Ponycreek complex
Ponycreek-Dawsil complex
Water
Oakdale Boundary
N
0
0.25
0.5
1 Miles
MRRPC

Map B-9 Multi-Use Trail



APPENDIX C: DEFINITIONS

To assist in the interpretation and implementation of the Village of Oakdale Outdoor Recreation Plan, the following terms have been identified.

Community Park (30-50 acres) - A park designed to serve several municipalities or neighborhoods and to provide many recreational opportunities for people of all ages.

Neighborhood Park (1-10 acres) - A park usually less than 2 acres in size, designed to serve the needs of the surrounding neighborhood.

Neighborhood Playground - A facility often provided in conjunction with a community school. It is designed to serve the needs of the surrounding neighborhood and can accommodate a variety of informal or active athletic activities.

Specialized Recreation Area - Areas restricted by design to certain uses and may not always be available for use by the public. In some cases, they may serve an exceedingly small segment of the community's population. Golf courses, historic sites, and conservancy areas are examples of specialized recreation areas.

Open Space - Primarily land and water that is owned or managed by federal, state, or local governments, or a conservancy organization that is preserved for public use. Examples include wetlands, woodlands, wildlife refuges, prairies/meadows, rock outcroppings, etc.

Pathways and Parkways - Spaces that are related to travel such as trail or water trail providing connectivity for recreation and/or transportation purposes.

Recreation Trail - A travel way established through construction or use and is passable by the following, including but not limited to foot traffic, bicycles, cross country skis, off road recreation vehicles, snowmobiles, etc.

Wayside - Locations adjacent to a public highway that provides motorists with a convenient opportunity to stop and rest. Historical markers, restrooms, drinking water, picnic area, and waste disposal are commonly found at waysides.

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APPENDIX D: ADOPTION RESOLUTION

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APPENDIX E: FULL SURVEY REPORT

Note: Survey comments have been lightly edited for spelling, grammar, punctuation, and readability. The original meaning and intent of each response have been preserved.

1

VILLAGE OF OAKDALE
MONROE COUNTY, WISCONSIN

Mississippi River Regional Planning Commission
MRRPC
Buffalo - Crawford - Jackson - La Crosse - Monroe - Pepin - Pierce - Trempealeau - Vernon

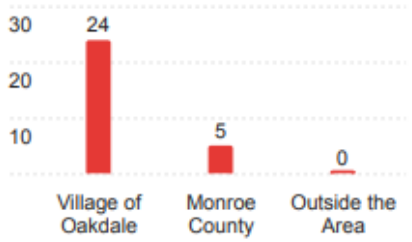
Village of Oakdale Outdoor Recreation Plan Survey

Survey Results as of 6/12/2026

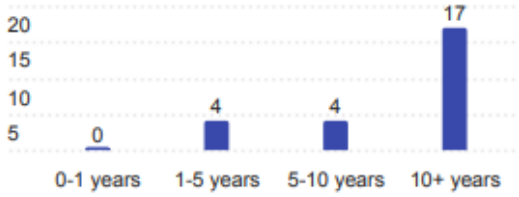
Total Responses: 32

2

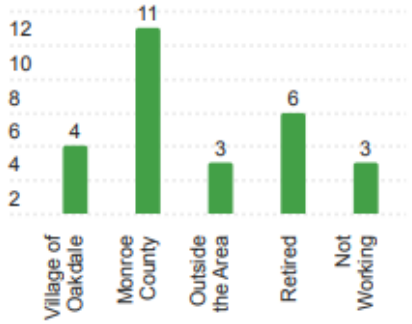
1.) I live In



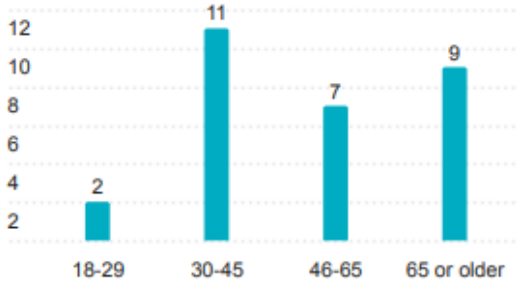
2.) If you live here, how long have you lived in the Village of Oakdale?



3.) I Work In:

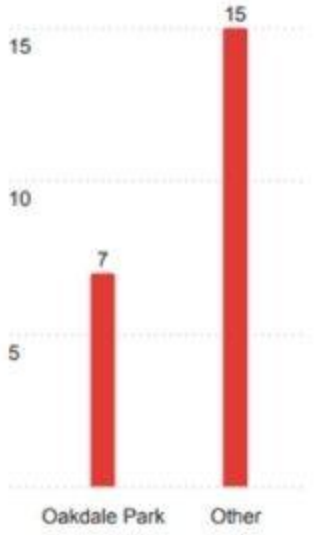


4.) Which best describes the age group you belong too?



3

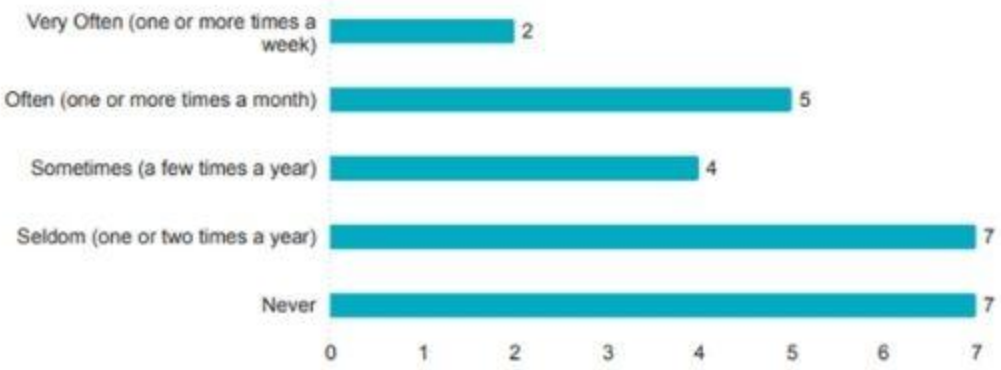
5.) My Favorite Parks are... - Selected Choice



5.) Other - Text

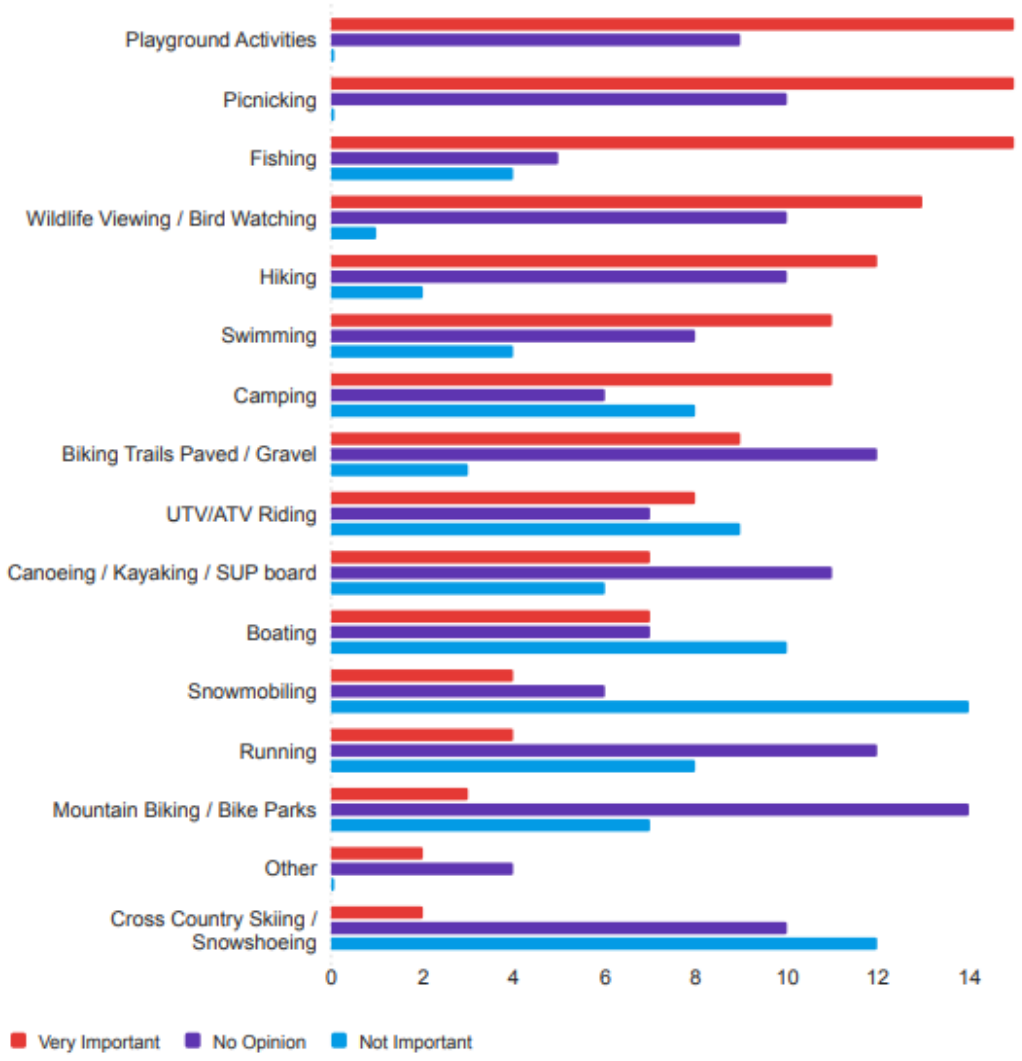
Other - Text
Jellystone, Castle Rock
All parks are good everywhere
Mauston
Chapman, Stanley
Winnebago in Tomah
Trail by fire station
Winnebago Park Tomah
Merrik state park
Park by a fishing pond
Butts Park in Tomah, as well as Gillett Park and Winnebago
Mill Bluff State Park
Wildcat

6.) How often do you use the Village of Oakdale park and/or Outdoor facilities?



4

7.) What are your favorite outdoor recreation activities (even if not available...)



Other - Text
Volleyball/baseball
Need a fishing pond near sewage plant

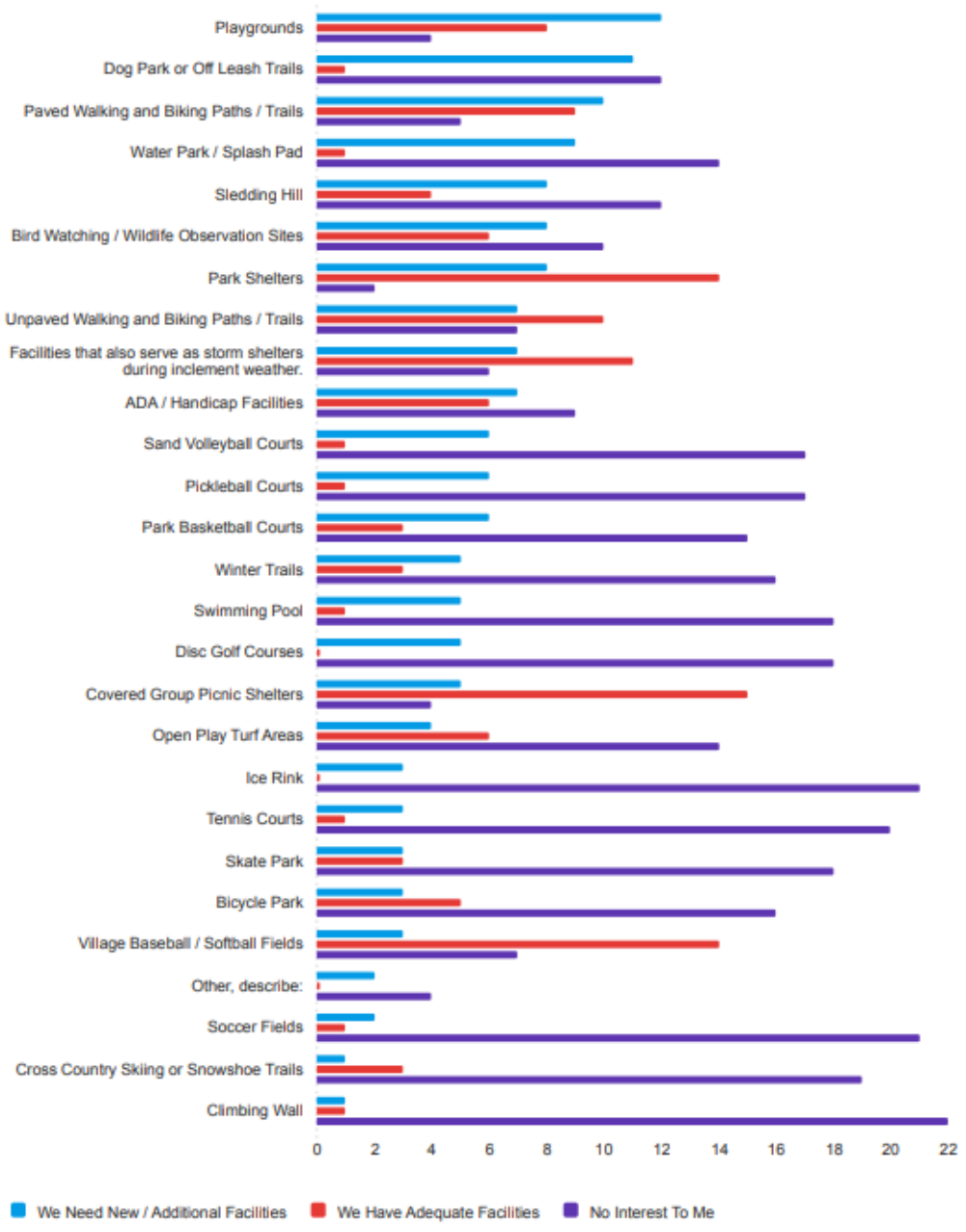
5

8.) I would like to see the following organized sport, program or event in the Village of Oakdale.

8. I would like to see the following organized sport, program or event in the Village of Oakdale.
Baseball league
Organize a softball or baseball team for kids 16 years old or older, where they could play at least once a week. This could be boys or girls or CoEd.
Youth programs
Kids event(s), adult softball, kickball, pickleball,
Rodeo
Rodeo
Just various community activities
No
More youth activities
Volleyball. Pickleball. Basketball courts
Would be nice to see the ball diamond getting used more.
Fishing contest at a family friendly village pond
Snowmobiling
Out door volleyball
Fun ran to show our village
Community Day
Maybe a community garden?

6

9.) From the list below, please address needs for public recreation faciliti...



7

Other, describe: - Text
Other of good ideas, but Oakdale is not big enough to support them
Fishing pond
Adequate trails around town. Lot of walking on roads without sidewalks

APPENDIX F: Placer AI Reports

Domestic Travel and Tourism Report Full Year 2025

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Domestic Travel and Tourism Report

Village of Oakdale (City) (show market)

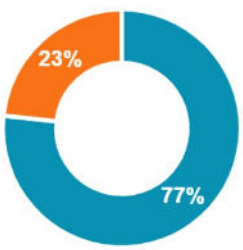
Watch Tutorial

Time Period: Full Year 2025 · Home Distance: 50+ Miles

Total Trips	Avg. Monthly Visitors	Visit Nights	Total Visitor Spend
YoY -0.7%	YoY -2.4%	YoY -6.4%	YoY -4.5%
100.6K	**7.5K**	**97.0K**	**$285.4K**
vs. 101.3K previous year (2024)	vs. 7.7K previous year (2024)	vs. 103.6K previous year (2024)	vs. $298.9K down from (2024)

Day vs Overnight Trips

Trips



23.4K Day Trips

77.2K Overnight Trips

Top 3 Categories Spend

Automotive Sales, Rentals and Services	YoY ↑ 23.6%	
$41.2K		62.3% of total
Restaurants	YoY ↓ 21.7%	
$15.4K		23.3% of total
Retail	YoY ↑ 22.9%	
$9.5K		14.4% of total

Top Origins

DMA All Trips

1st Chicago, IL	11.3K Trips	YoY +1.6%
2nd Minneapolis-St. Paul, MN	8.3K Trips	YoY +17.0%
3rd La Crosse-Eau Claire, WI	5.6K Trips	YoY +77.2%

Overnight Trips

1 night	85% (65.4K)	
2-3 nights	13% (10.0K)	
4-7 nights	2% (1.5K)	
8-30 nights	0% (278)	
31-60 nights	0% (0)	

AVG. NIGHTS/TRIP

1.3

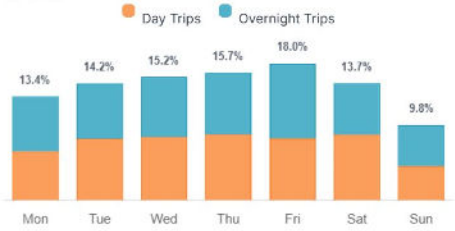
nights (77.2K trips)

YoY -2.1%

Day of Arrival

All Trips

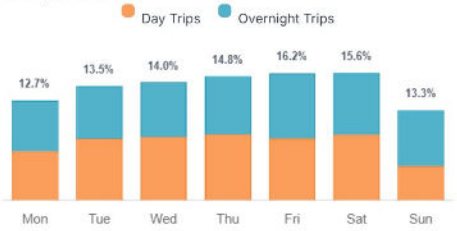
Each bar represents the percentage of trips that arrived on that day of the week.



Visitors Count

All Trips

Each bar represents the average percentage of total visitors present on that day of the week.



Overnight Leakage

Estimates lost overnight visitor traffic from day trips preceded or followed by overnight stays in other markets.

11.9K NIGHTS LOST — YoY +16.1%

10.9% LEAKAGE RATE — YoY +10.5%

MIN. EST. REV. IMPACT
Lost nights × Avg $/night
$29.8K

Spend Metrics

OVERNIGHT TRIPS

TOTAL SPEND	AVG PER TRIP	AVG PER NIGHT
$243.2K	$3	$3

* Excludes pre-booked room rates, includes hotel incidentals

DAY TRIPS

TOTAL SPEND	AVG PER TRIP
$42.2K	$2

Top State Markets

County All Trips

1st Milwaukee	7.8M Trips	YoY +2.2%
2nd Dane	7.6M Trips	YoY +3.8%
3rd Sauk	4.7M Trips	YoY -0.7%

Domestic Travel and Tourism Report

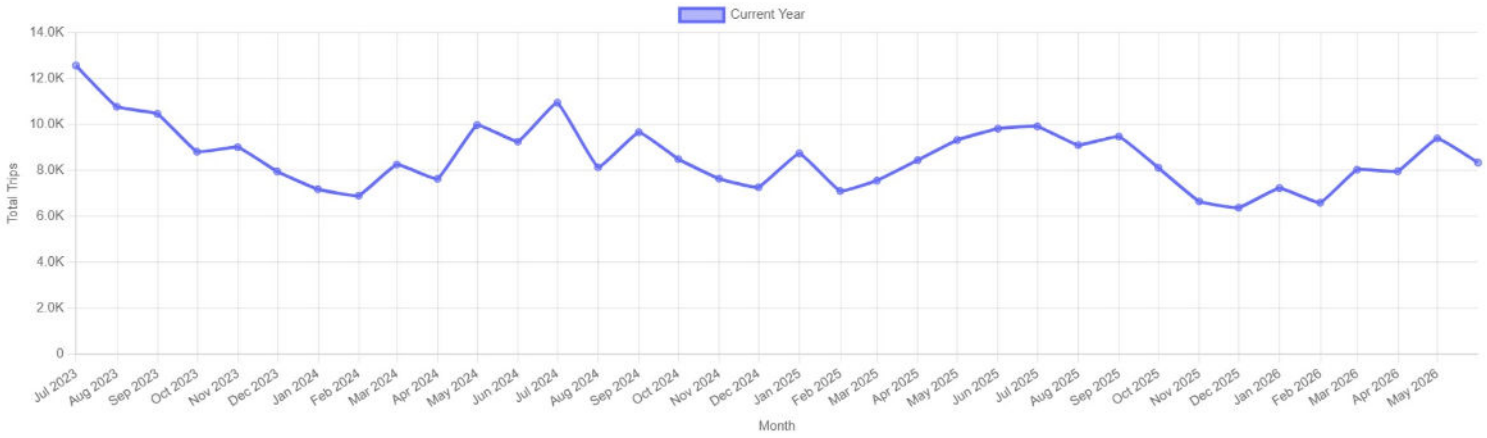
Village of Oakdale (City) (show market)

Watch Tutorial

Trend Analysis

Visualize metrics over time with flexible intervals

Total Trips · 50+ Miles · Monthly · Line · 2023-06 – 2026-06



Domestic Travel and Tourism Report

Village of Oakdale (City) (show market)

Watch Tutorial

Visitor Origins

Your top feeder markets by geography

DMA · Period: 2025 · 50+ Miles · All

Table | Map

ORIGIN	TRIPS	AVG MONTHLY VISITORS	VISIT NIGHTS	AVG DURATION	TOTAL SPEND	AVG SPEND/TRIP	TREND
Chicago, IL	11,278	927	10,055	1.1 nights	$717.2K	$64	View
Minneapolis-St. Paul, MN	8,256	612	7,435	1.3 nights	$310.5K	$38	View
La Crosse-Eau Claire, WI	5,629	243	2,783	1.6 nights	$146.7K	$26	View
Madison, WI	4,889	296	4,044	1.6 nights	$92.7K	$19	View
Milwaukee, WI	4,819	418	5,070	1.6 nights	$153.6K	$32	View
New York, NY	3,331	305	2,925	1.0 nights	$215.8K	$65	View
Philadelphia, PA	2,411	260	1,971	1.1 nights	$153.0K	$63	View
Green Bay-Appleton, WI	2,401	195	2,084	1.7 nights	$61.3K	$26	View
Atlanta, GA	1,760	162	1,965	1.3 nights	$149.9K	$85	View

Showing 1 to 9 of 100 results

< 1 2 3 4 5 ... 12 >

Top Origin Trend Matrix

Monthly rankings by trips showing market shifts and patterns

CBSA | DMA | Zip Code

All | Day | Overnight

50+ Miles | 150+ Miles

< >

RANK	JAN 26	FEB 26	MAR 26	APR 26	MAY 26	JUN 26
#1	Minneapolis-St. Paul, MN 986	Chicago, IL 645 ↑1	Chicago, IL 832	Chicago, IL 953	Minneapolis-St. Paul, MN 804 ↑1	Chicago, IL 1.1K ↑1
#2	Chicago, IL 725	Madison, WI 445 NEW	Minneapolis-St. Paul, MN 711 ↑1	Minneapolis-St. Paul, MN 753	Chicago, IL 771 ↓1	Minneapolis-St. Paul, MN 708 ↓1
#3	La Crosse-Eau Claire, WI 371	Minneapolis-St. Paul, MN 439 ↓2	Madison, WI 417 ↓1	Milwaukee, WI 387 NEW	Madison, WI 493 NEW	Milwaukee, WI 427 NEW
#4	New York, NY 348	New York, NY 346	Philadelphia, PA 343 NEW	Green Bay-Appleton, WI 214 NEW	La Crosse-Eau Claire, WI 458 NEW	Green Bay-Appleton, WI 372 NEW
#5	Dallas-Ft. Worth, TX 203	Dallas-Ft. Worth, TX 174	New York, NY 321 ↓1	New York, NY 188	New York, NY 353	New York, NY 264

Legend: ↑ Rank improved • ↓ Rank declined • Upward trend (10%+ increase, same rank) • Downward trend (10%+ decrease, same rank) • NEW First time in top 10

Domestic Travel and Tourism Report

Village of Oakdale (City) (show market)

Watch Tutorial

Category Analysis

View trips, visits, or spend breakdown by category with year-over-year comparison

Table | Chart

Spend · Trip Type: All · Distance: 50+ miles · Last 12 Months (Jul '25 - Jun '26)

CATEGORY	SPEND	% OF TOTAL	YOY CHANGE	TREND
Automotive Sales, Rentals and Services	$41.2K	62.3%	+23.6% ↑	View
Restaurants	$15.4K	23.3%	-21.7% ↓	View
Retail	$9.5K	14.4%	+22.9% ↑	View
Groceries and Food Stores	N/A	0.0%	N/A	View
Hotel Incidentals	N/A	0.0%	N/A	View
Recreation & Entertainment	N/A	0.0%	N/A	View
Others	N/A	0.0%	N/A	View
Health, Beauty and Wellness	N/A	0.0%	N/A	View

Domestic Travel and Tourism Report

Village of Oakdale (City) (show market)

Watch Tutorial

Time Period: 2025 · Home Distance: 50+ Miles

Visitor Distribution

Breakdown of monthly visitors by type

Monthly Visitors | Visit Nights

Total Avg. Monthly Visitors

Average monthly visitors (day + overnight) to your market.

7.5K

Overnight visitors who stayed in your market.

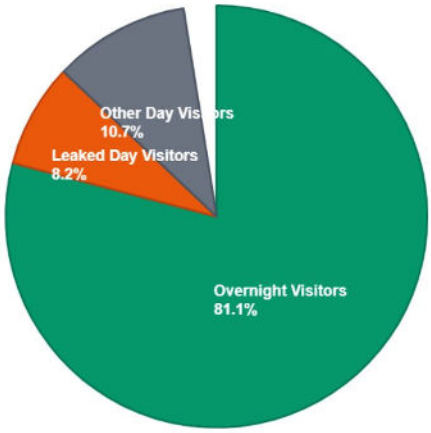
6.1K (81.1%)

Day visitors who stayed overnight in other markets.

616 (8.2%)

Day visitors who didn't stay overnight anywhere.

805 (10.7%)



Min. Estimated Revenue Impact

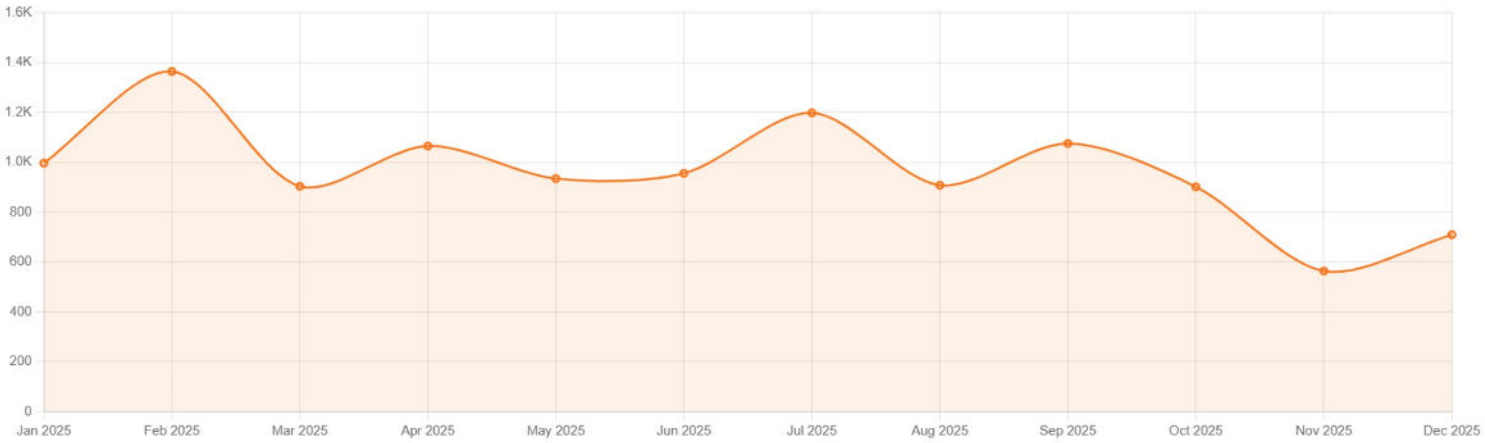
11.9K nights lost × $3 spend per night

$29.8K

Leakage Trend Over Time

Track seasonal patterns and conversion impact

Nights Lost | Leakage Rate



Domestic Travel and Tourism Report

Village of Oakdale (City) (show market)

Watch Tutorial

Top Leakage Destinations

Table

Where are your leaked visitors staying?

2025 · 50+ Miles · Leakage Nights · Max Distance: 200 Miles

RANK	DESTINATION CITY	STATE	LEAKAGE NIGHTS	YOY	% OF TOTAL
1	Tomah	WI	2.7K	↑ 11.2%	34.9%
2	Wyeville	WI	1.3K	↑ 37.6%	16.5%
3	Blair	WI	369	-	4.8%
4	Necedah	WI	111	-	1.4%
5	Warrens	WI	108	-	1.4%
6	Glendive	MT	107	↑ 57.1%	1.4%
7	Maysville	GA	97	-	1.3%
8	Mauston	WI	84	↑ 204.5%	1.1%
9	Hardin	MT	84	↓ 41.0%	1.1%
10	Lockwood	MT	79	↓ 39.3%	1.0%

Showing 1 to 10 of 50 destinations

Domestic Travel and Tourism Report

Village of Oakdale (City) (show market)

Watch Tutorial

2025 · Trip Type: All · Market Type: Cities · Sort By: Trips

Top 10 Cities in Wisconsin

2025 rankings by selected metric

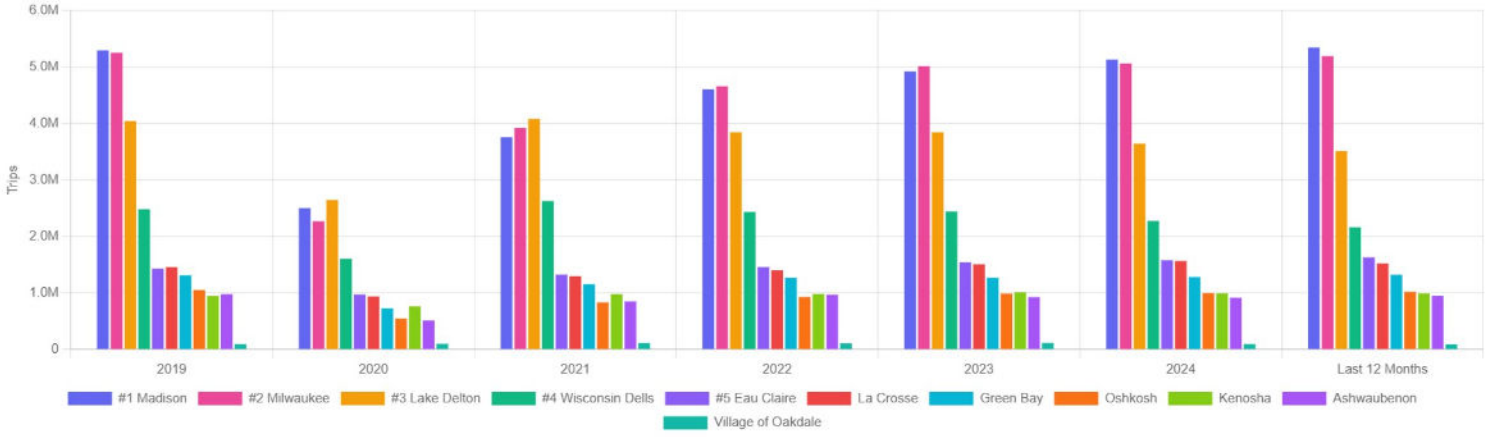
Time Period: 2025 | Sort By: Trips

RANK	DESTINATION	TRIPS	VISITORS (AVG. MONTHLY)	NIGHTS	AVG. NIGHTS/TRIP
1	Madison	5.5M YoY +4.8%	384.4K YoY +12.2%	6.7M YoY +0.2%	1.9 YoY -5.8%
2	Milwaukee	5.3M YoY +2.2%	385.7K YoY +8.9%	6.2M YoY +1.6%	1.9 YoY +0.5%
3	Lake Delton	3.7M YoY -1.3%	303.1K YoY +4.2%	5.6M YoY -1.5%	1.9 YoY -0.0%
#4	Wisconsin Dells	2.3M YoY -2.5%	180.8K YoY +2.3%	2.7M YoY -3.5%	1.7 YoY -0.3%
#5	Eau Claire	1.7M YoY +2.6%	113.7K YoY +9.0%	1.9M YoY -5.3%	1.9 YoY -5.3%
#6	La Crosse	1.5M YoY -4.1%	112.6K YoY +2.3%	2.1M YoY -9.2%	2.0 YoY -4.7%
#7	Green Bay	1.4M YoY +4.8%	99.9K YoY +12.9%	1.6M YoY +3.9%	1.8 YoY -0.0%
#8	Oshkosh	1.1M YoY +2.9%	69.9K YoY +10.1%	1.3M YoY -1.1%	2.2 YoY -4.8%
#9	Kenosha	1.0M YoY +1.9%	70.7K YoY +6.4%	1.1M YoY +2.1%	1.9 YoY +2.4%
#10	Ashwaubenon	1.0M YoY +6.7%	73.6K YoY +12.9%	1.0M YoY +6.7%	1.5 YoY +1.9%
Not in Top 10	**Village of Oakdale**	100.6K YoY -0.7%	7.5K YoY -2.4%	97.0K YoY -6.4%	1.3 YoY -1.3%

Historical Trend Comparison

Multi-year trends for top 10 destinations

Show Metric: Trips | Display: Value



Domestic Travel and Tourism Report January 2026 – June 2026

DRAFT

Domestic Travel and Tourism Report

Village of Oakdale (City) (show market)

Watch Tutorial

Time Period: Jan 2026 - Jun 2026 · Home Distance: 50+ Miles

Total Trips

YoY -6.8%
PoP -4.2%

47.5K

vs. 51.0K prev. year (Jan '25 - Jun '25)
vs. 49.6K prev. period (Jul '25 - Dec '25)

Avg. Monthly Visitors

YoY -7.9%
PoP -6.8%

7.0K

vs. 7.6K prev. year (Jan '25 - Jun '25)
vs. 7.5K prev. period (Jul '25 - Dec '25)

Visit Nights

YoY -6.8%
PoP -11.0%

44.1K

vs. 47.4K prev. year (Jan '25 - Jun '25)
vs. 49.6K prev. period (Jul '25 - Dec '25)

Total Visitor Spend

YoY -7.6%
PoP +4.7%

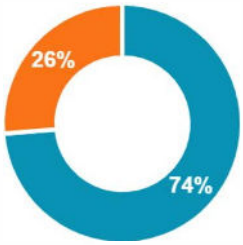
$140.5K

vs. $152.1K down from (Jan '25 - Jun '25)
vs. $134.2K up from previous period

Day vs Overnight Trips

Trips

12.5K
Day Trips



35.0K
Overnight Trips

Top 3 Categories Spend

Top Categories is only available for Full Years or Last 12 Months. Showing Last 12 Months instead.

Automotive Sales, Rentals and Services — YoY ↑ 21.6%
$48.4K — 63.2% of total

Restaurants — YoY ↑ 27.7%
$20.2K — 26.4% of total

Retail — YoY ↑ 10.5%
$8.0K — 10.5% of total

Top Origins

DMA All Trips

1st Chicago, IL
5.0K Trips — YoY -18.8%

2nd Minneapolis-St. Paul, MN
4.4K Trips — YoY +12.7%

3rd New York, NY
1.8K Trips — YoY +17.3%

Overnight Trips

1 night 86% (30.2K)
2-3 nights 12% (4.0K)
4-7 nights 2% (619)
8-30 nights 1% (181)
31-60 nights 0% (0)

AVG. NIGHTS/TRIP

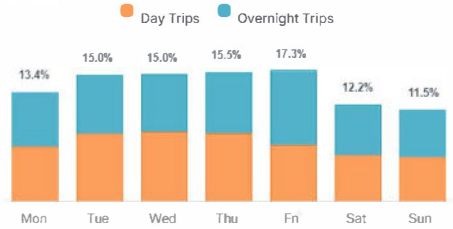
1.3
nights (35.0K trips)

YoY +3.1%
PoP +0.0%

Day of Arrival

All Trips

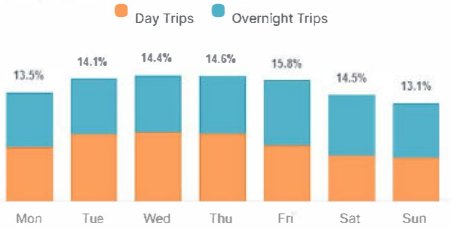
Each bar represents the percentage of trips that arrived on that day of the week.



Visitors Count

All Trips

Each bar represents the average percentage of total visitors present on that day of the week.



Overnight Leakage

Estimates lost overnight visitor traffic from day trips preceded or followed by overnight stays in other markets.

5.3K
NIGHTS LOST
YoY -17.2%
PoP +0.0%

10.7%
LEAKAGE RATE
YoY -20.7%
PoP +0.0%

MIN. EST. REV. IMPACT
Lost nights x Avg $/night
$12.4K

Spend Metrics

OVERNIGHT TRIPS

TOTAL SPEND	AVG PER TRIP	AVG PER NIGHT
$103.5K	$3	$2

* Excludes pre-booked room rates, includes hotel incidentals

DAY TRIPS

TOTAL SPEND	AVG PER TRIP
$37.0K	$3

Top State Markets

County All Trips

Top Markets is only available for Full Years or Last 12 Months. Showing Last 12 Months instead.

1st Milwaukee
7.9M Trips — YoY +3.3%

2nd Dane
7.6M Trips — YoY +1.3%

3rd Sauk
4.6M Trips — YoY -3.5%

Domestic Travel and Tourism Report

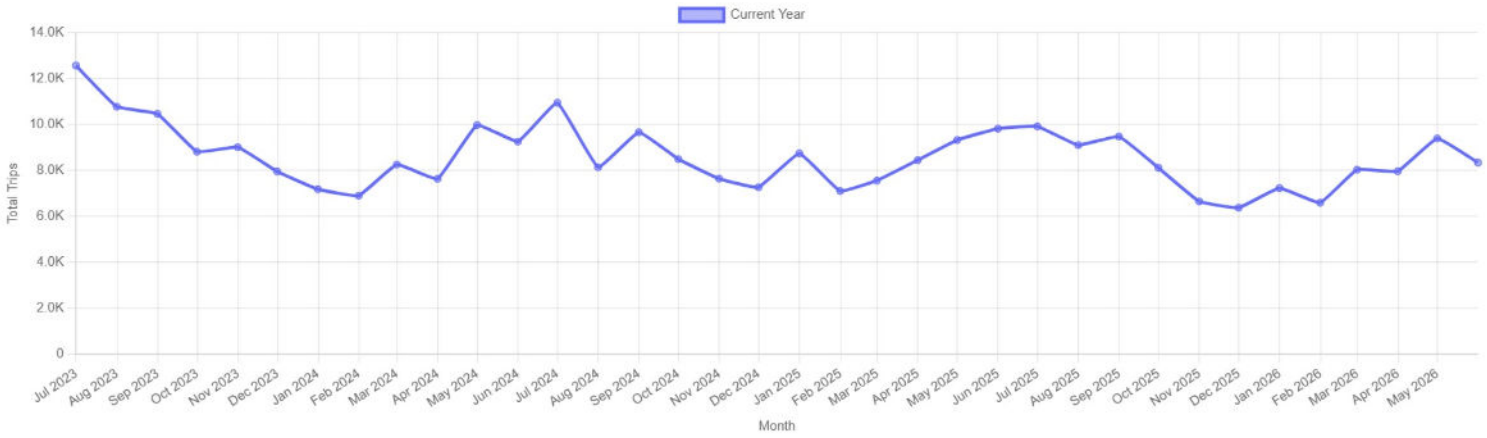
Village of Oakdale (City) (show market)

Watch Tutorial

Trend Analysis

Visualize metrics over time with flexible intervals

Total Trips · 50+ Miles · Monthly · Line · 2023-06 – 2026-06



Domestic Travel and Tourism Report

Village of Oakdale (City) (show market)

Watch Tutorial

Visitor Origins

Your top feeder markets by geography

DMA · Period: Last 12 Months (Jul '25 - Jun '26) · 50+ Miles · All

Table | Map

ORIGIN	TRIPS	AVG MONTHLY VISITORS	VISIT NIGHTS	AVG DURATION	TOTAL SPEND	AVG SPEND/TRIP	TREND
Chicago, IL	10,118	847	9,013	1.1 nights	$638.3K	$63	View
Minneapolis-St. Paul, MN	8,752	629	7,659	1.3 nights	$314.8K	$36	View
Madison, WI	5,318	293	4,146	1.6 nights	$98.0K	$18	View
La Crosse-Eau Claire, WI	5,092	275	2,686	1.5 nights	$135.1K	$27	View
Milwaukee, WI	4,256	381	5,038	1.7 nights	$166.1K	$39	View
New York, NY	3,432	299	2,845	1.0 nights	$212.7K	$62	View
Green Bay-Appleton, WI	2,460	194	2,726	1.8 nights	$70.7K	$29	View
Philadelphia, PA	2,169	231	1,862	1.1 nights	$153.2K	$71	View
Atlanta, GA	1,822	164	1,994	1.2 nights	$186.3K	$102	View

Showing 1 to 9 of 100 results

< 1 2 3 4 5 ... 12 >

Top Origin Trend Matrix

Monthly rankings by trips showing market shifts and patterns

CBSA | DMA | Zip Code

All | Day | Overnight

50+ Miles | 150+ Miles

< >

RANK	JAN 26	FEB 26	MAR 26	APR 26	MAY 26	JUN 26
#1	Minneapolis-St. Paul, MN 986	Chicago, IL 645 ↑1	Chicago, IL 832	Chicago, IL 953	Minneapolis-St. Paul, MN 804 ↑1	Chicago, IL 1.1K ↑1
#2	Chicago, IL 725	Madison, WI 445 NEW	Minneapolis-St. Paul, MN 711 ↑1	Minneapolis-St. Paul, MN 753	Chicago, IL 771 ↓1	Minneapolis-St. Paul, MN 708 ↓1
#3	La Crosse-Eau Claire, WI 371	Minneapolis-St. Paul, MN 439 ↓2	Madison, WI 417 ↓1	Milwaukee, WI 387 NEW	Madison, WI 493 NEW	Milwaukee, WI 427 NEW
#4	New York, NY 348	New York, NY 346	Philadelphia, PA 343 NEW	Green Bay-Appleton, WI 214 NEW	La Crosse-Eau Claire, WI 458 NEW	Green Bay-Appleton, WI 372 NEW
#5	Dallas-Ft. Worth, TX 203	Dallas-Ft. Worth, TX 174	New York, NY 321 ↓1	New York, NY 188	New York, NY 353	New York, NY 264

Legend: ↑ Rank improved • ↓ Rank declined • Upward trend (10%+ increase, same rank) • Downward trend (10%+ decrease, same rank) • NEW First time in top 10

Domestic Travel and Tourism Report

Village of Oakdale (City) (show market)

Watch Tutorial

Category Analysis

View trips, visits, or spend breakdown by category with year-over-year comparison

Table | Chart

Spend · Trip Type: All · Distance: 50+ miles · Last 12 Months (Jul '25 - Jun '26)

CATEGORY	SPEND	% OF TOTAL	YOY CHANGE	TREND
Automotive Sales, Rentals and Services	$41.2K	62.3%	+23.6% ↑	View
Restaurants	$15.4K	23.3%	-21.7% ↓	View
Retail	$9.5K	14.4%	+22.9% ↑	View
Groceries and Food Stores	N/A	0.0%	N/A	View
Hotel Incidentals	N/A	0.0%	N/A	View
Recreation & Entertainment	N/A	0.0%	N/A	View
Others	N/A	0.0%	N/A	View
Health, Beauty and Wellness	N/A	0.0%	N/A	View

Domestic Travel and Tourism Report

Village of Oakdale (City) (show market)

Watch Tutorial

Time Period: Jan 2026 - Jun 2026 · Home Distance: 50+ Miles

Visitor Distribution

Breakdown of monthly visitors by type

Monthly Visitors | Visit Nights

Total Avg. Monthly Visitors

Average monthly visitors (day + overnight) to your market.

7.0K

Overnight visitors who stayed in your market.

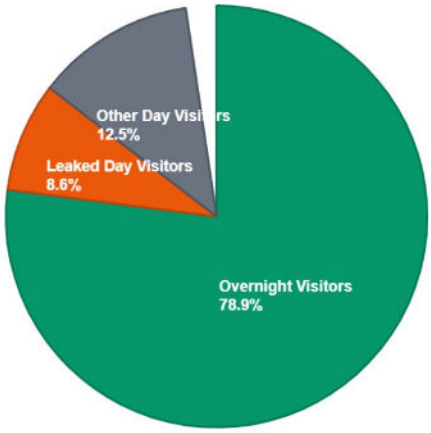
5.5K (78.9%)

Day visitors who stayed overnight in other markets.

600 (8.6%)

Day visitors who didn't stay overnight anywhere.

873 (12.5%)



Min. Estimated Revenue Impact

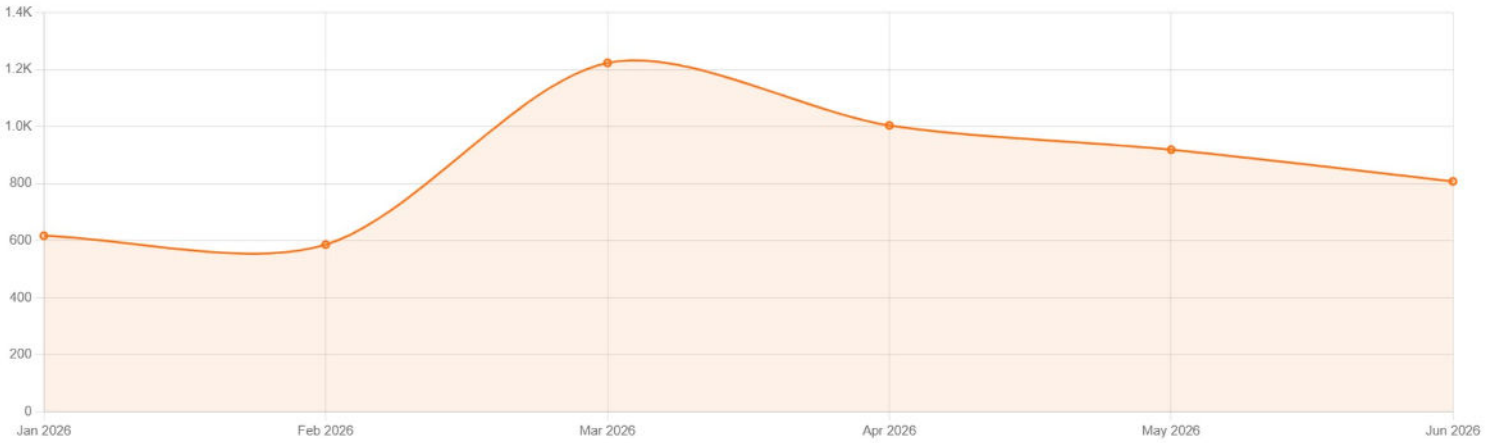
5.3K nights lost × $2 spend per night

$12.4K

Leakage Trend Over Time

Track seasonal patterns and conversion impact

Nights Lost | Leakage Rate



Domestic Travel and Tourism Report

Village of Oakdale (City) (show market)

Watch Tutorial

Top Leakage Destinations

Table

Where are your leaked visitors staying?

Last 12 Months · 50+ Miles · Leakage Nights · Max Distance: 200 Miles

Top Leakage Destinations is only available for full years and Last 12 Months. Showing Last 12 Months as the closest match to "Jan 2026 - Jun 2026".

RANK	DESTINATION CITY	STATE	LEAKAGE NIGHTS	YOY	% OF TOTAL
1	Tomah	WI	2.6K	↑ 8.9%	37.4%
2	Wyeville	WI	1.2K	↓ 6.5%	17.5%
3	Necedah	WI	143	↑ 71.9%	2.0%
4	Sioux Falls	SD	136	↑ 20.1%	1.9%
5	Caruthersville	MO	101	-	1.4%
6	Glendive	MT	78	↓ 19.5%	1.1%
7	Lockwood	MT	69	↑ 10.3%	1.0%
8	Box Elder	SD	69	-	1.0%
9	Camp Douglas	WI	65	↑ 215.1%	0.9%
10	Mauston	WI	64	↓ 38.2%	0.9%

Showing 1 to 10 of 50 destinations

Page 1 of 5

Domestic Travel and Tourism Report

Village of Oakdale (City) (show market)

Watch Tutorial

Last 12 Months · Trip Type: All · Market Type: Cities · Sort By: Trips

Top 10 Cities in Wisconsin

Last 12 Months rankings by selected metric

Time Period: Last 12 Months | Sort By: Trips

RANK	DESTINATION	TRIPS	VISITORS (AVG. MONTHLY)	NIGHTS	AVG. NIGHTS/TRIP
1	Madison	5.5M YoY +0.9%	400.4K YoY +9.2%	6.9M YoY +4.1%	2.0 YoY +2.4%
2	Milwaukee	5.3M YoY +3.3%	407.3K YoY +12.6%	6.1M YoY +0.3%	1.9 YoY -1.6%
3	Lake Delton	3.6M YoY -4.2%	309.4K YoY +2.7%	5.5M YoY -3.5%	1.9 YoY +0.4%
#4	Wisconsin Dells	2.2M YoY -5.2%	183.3K YoY +1.0%	2.7M YoY -4.0%	1.7 YoY +0.5%
#5	Eau Claire	1.7M YoY +2.2%	120.2K YoY +10.3%	2.0M YoY +4.8%	1.9 YoY +1.6%
#6	La Crosse	1.6M YoY +0.6%	119.6K YoY +8.8%	2.2M YoY +3.9%	2.0 YoY +1.7%
#7	Green Bay	1.4M YoY -0.7%	102.3K YoY +7.9%	1.5M YoY -3.6%	1.8 YoY -1.2%
#8	Oshkosh	1.1M YoY +2.0%	72.8K YoY +9.9%	1.3M YoY -0.9%	2.2 YoY -3.1%
#9	Kenosha	1.0M YoY -1.0%	72.7K YoY +6.7%	1.0M YoY -3.5%	1.9 YoY -0.4%
#10	Ashwaubenon	979.8K YoY +1.8%	75.4K YoY +10.6%	988.8K YoY +3.5%	1.5 YoY +0.7%
Not in Top 10	**Village of Oakdale**	97.1K YoY +4.1%	7.2K YoY -5.9%	93.8K YoY +1.2%	1.3 YoY +0.7%

Historical Trend Comparison

Multi-year trends for top 10 destinations

Show Metric: Trips | Display: Value

