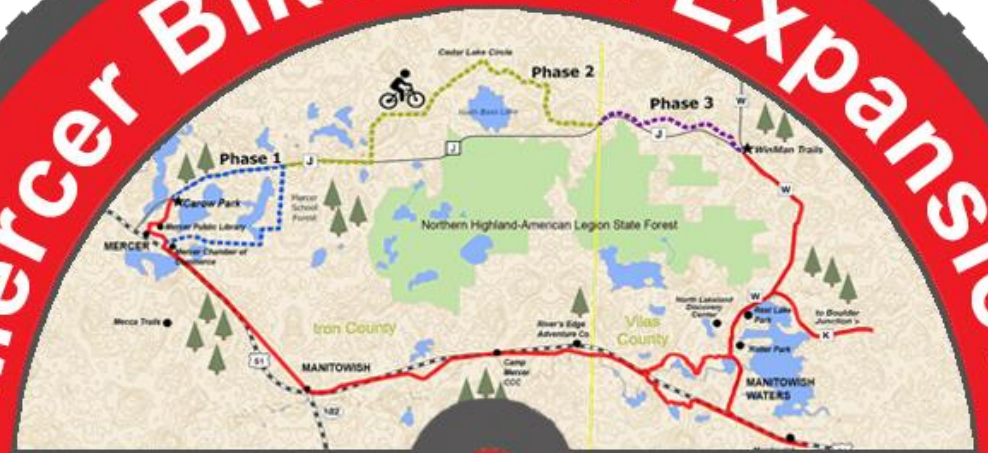
Mercer Bike Trail Expansion



Iron County

Vilas County

Let's Get Looped

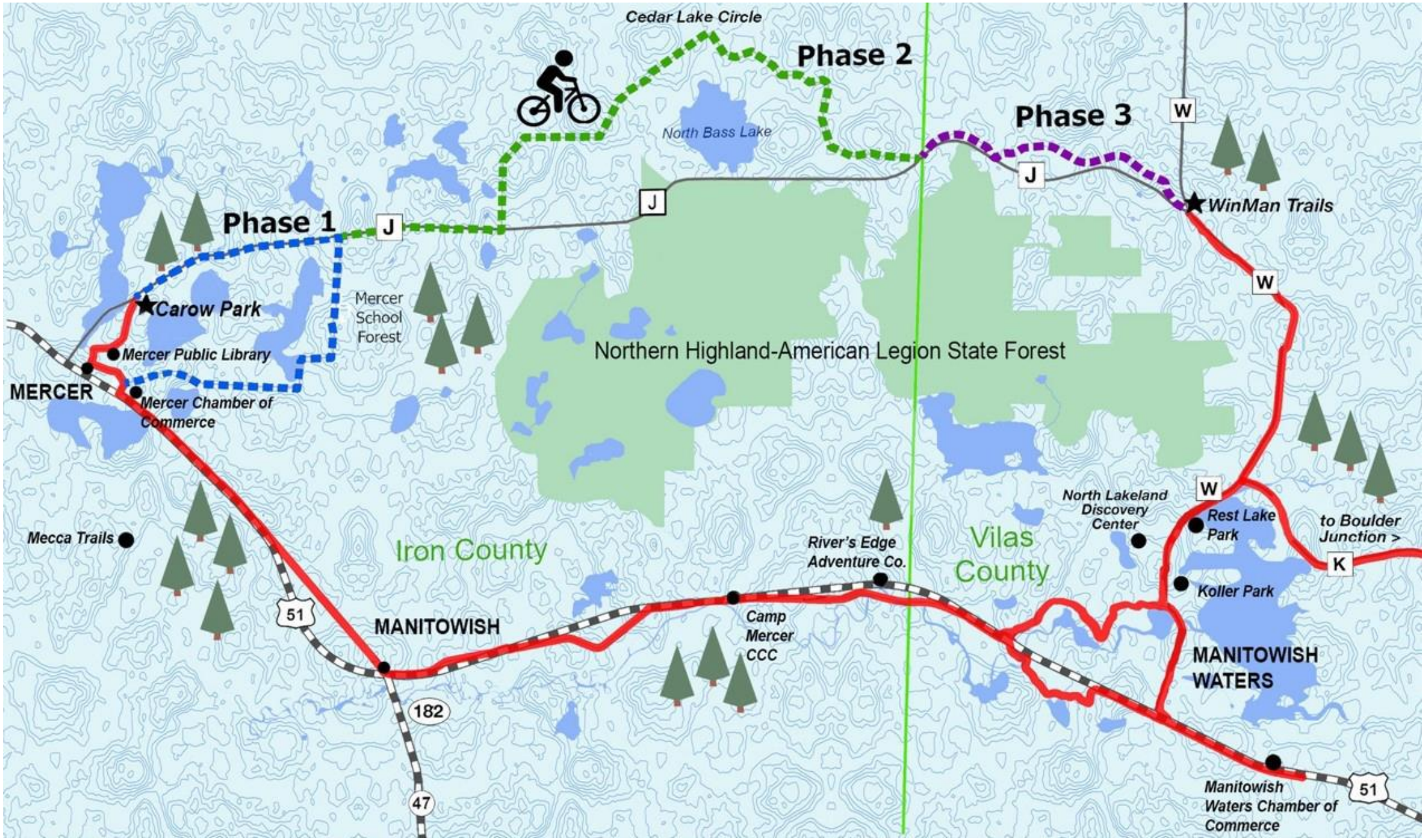
The Opportunity



- Mercer boasts unmatched natural beauty, yet a critical gap remains in our outdoor recreation network.

- The Mercer Loon Loop is a proposed paved bike and pedestrian trail that will connect Mercer, Winchester and Manitowish Waters. It will create a 26-mile loop through Iron and Vilas Counties connecting 2 current dead-end spurs of the nationally recognized Heart of Vilas County Trail System.

- This hard-surface route will offer a safe, scenic alternative to the busy highway J shoulders, allowing residents and visitors to walk, run, and cycle safely while enjoying our beautiful and pristine Northwoods scenery.


Cedar Lake Circle
Phase 2
Phase 3
Phase 1
North Bass Lake
J
W
WinMan Trails
Carow Park
Mercer School Forest
Mercer Public Library
MERCER
Mercer Chamber of Commerce
Northern Highland-American Legion State Forest
Mecca Trails
Iron County
River's Edge Adventure Co.
Vilas County
North Lakeland Discovery Center
Rest Lake Park
to Boulder Junction >
K
Koller Park
51
MANITOWISH
Camp Mercer CCC
MANITOWISH WATERS
182
47
Manitowish Waters Chamber of Commerce

The Impact



- **Economic Vitality:** A local 2025 economic impact study of the Heart of Vilas Trail System shows that the trail system generated $25.7 million annually for the local economy. Expanding safe, connected trails in Iron County will attract more visitors and drive increased business for local restaurants, shopping, lodging, and service providers.

- **Safety & Connectivity:** By eliminating the need to navigate the Highway J corridor, this trail provides families, commuters, and school groups with a safe path connecting Mercer to Winchester and Manitowish Waters.

- **Health & Wellness:** Broadens outdoor access for all generations and experience levels, promoting a more active and connected community.

The Financial Plan

- We are executing a public-private funding strategy in three phases. **Phase 1** has already applied for federal and state matching grants, which require verified local matching funds to unlock.
    - **Total Project Cost:** $1.9 Million
    - **State/Federal Grant Goal (WisDOT TAP):** $1.52 Million
    - **Private Philanthropy & Community Goal:** $380,000

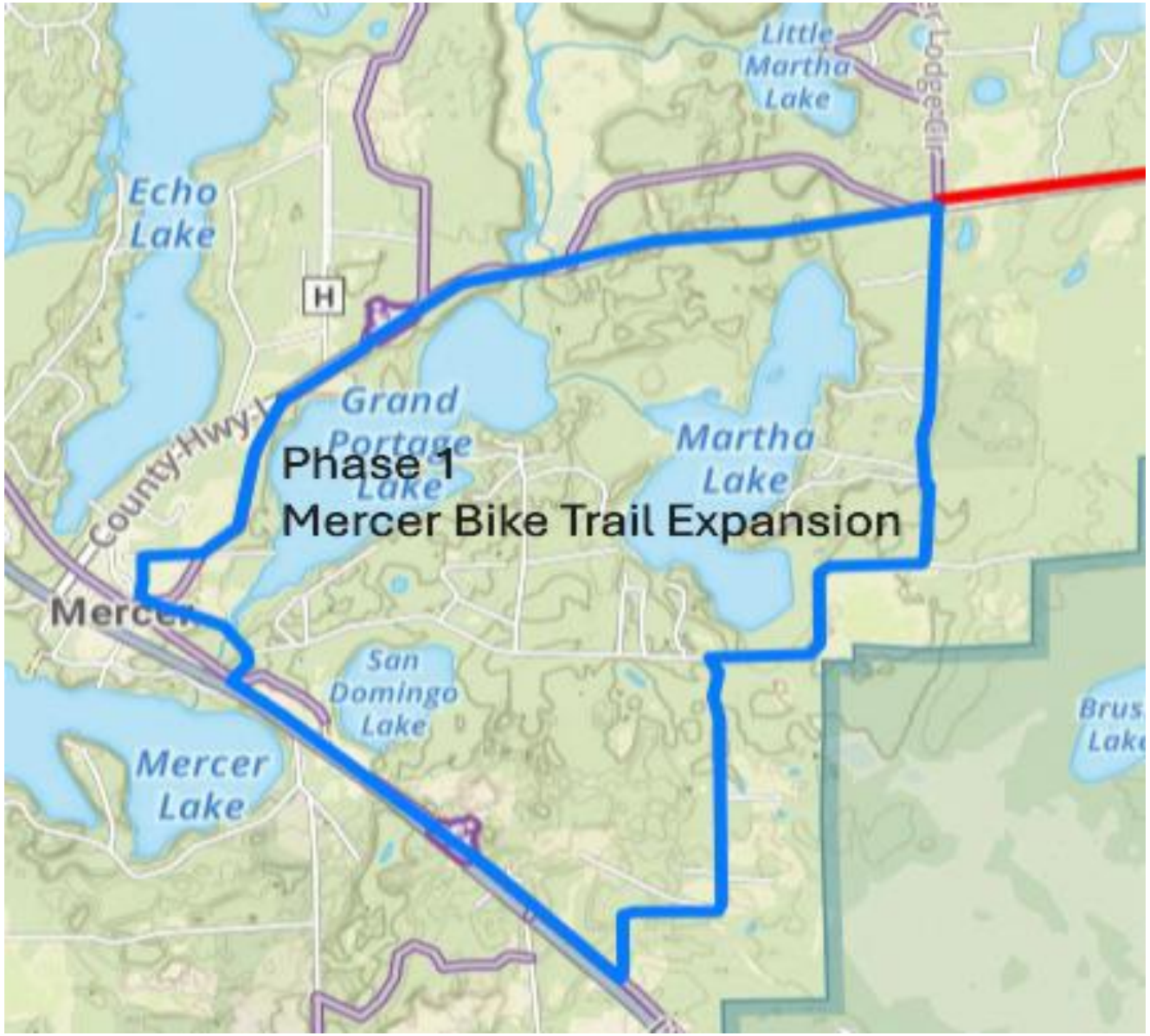
- Our approach is threefold:
    - Annual Loon Ride fundraising/awareness event
    - Fundraising letter campaign and trailhead recognition
    - Giving Tuesday Online campaign





Phase 1

- 7-mile urban loop through Mercer that continues the current dead-end spur to:
  - Mercer businesses
  - Historical Mercer Depot Museum
  - Mercer Library
  - Mercer School
  - Carow Park
  - Preserved School Forest
- Phase 1 lays the foundation for the project and builds community engagement and excitement to continue with the entire Loon Loop.



Loon Ride 2026 – Mercer Bike Fest



























Save the Date



Mercer Bike Fest

July 31, 2027

Carow Park, Mercer, WI
Choose from 7, 24 or 50 Mile Routes

Presented by:
ICORE
Iron County Outdoor Recreation Enthusiasts

For more information: