



American Birkebeiner Foundation 2026 Economic Impact Study

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THE SURVEY RESEARCH CENTER (SRC)

The Survey Research Center (SRC) is a research organization at the University of Wisconsin – River Falls in River Falls, Wisconsin. Since 1990, the SRC has provided statistically sound, low-cost information gathering services for academics, local units of government, non-profit groups, school districts, and other organizations. The SRC conducts surveys on a wide variety of topics including customer satisfaction, resident experience, business climate, equity and inclusion, labor needs, etc.

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PART I: ECONOMIC IMPACT OF BAYFIELD PENINSULA TRAILS

EXECUTIVE SUMMARY

To estimate the economic value generated by Birkie and Mt. Telemark Village Trails, the Survey Research Center (SRC) partnered with the American Birkebeiner Foundation to conduct an Intercept Survey of visitors at the Birkie and Mt. Telemark Village Trails. Based on an estimate of 168,000 visitors in 2025 provided by the American Birkebeiner Foundation, a minimum sample size of 384 responses was needed to develop statistically valid estimates (5% margin of error and 95% confidence interval). A total of 510 responses were received, leading to a margin of error of 4.3%. For the economic impact analysis, spending from out-of-region visitors and the American Birkebeiner Foundation was utilized. Analysis was conducted using IMPLAN Input-Output Modeling software.

Key findings of the study are as follows:

Visitor and Trip Attributes

- Almost half of all trail users visit in groups of one or two, and almost half visit in larger groups.
- About 55% of all visitors have a primary residence in Wisconsin and one-third have a primary residence in Minnesota.
- Over three-quarters of visitors Birkie and Mt. Telemark Village Trails multiple times a year, including over 37% who visited 8 or more times.

Overnight Accommodations

- A vast majority of visitors stay overnight in the area when they visit Birkie and Mt. Telemark Village Trails.
- Well over half of visitors with overnight stays spend at least 3 nights in the Cable-Hayward area.
- The most popular accommodations are cabin/house rentals, second homes, and stays with friends and relatives.

Activities that Visitors Participate In

- The three most popular activities at Birkie and Mt. Telemark Village Trails include hiking/walking, mountain biking, and cross-country skiing.
- Over half of all visitors during the year have participated in a Birkie race event. Among those who have participated, over half participated in the American Birkebeiner, over one-third participated in Kortelopet, and just under one-quarter participated in the Birkie Trail Run.

Impact of Trails on Trips to Cable-Hayward

- About three-quarters of visitors visit the area primarily to patronize the Birkie and Mt. Telemark Village Trails.
- Among those who do not visit primarily to patronize the Birkie and Mt. Telemark Village Trails, one-third would not have visited had it not been for the trails. A third of these visitors stayed in the area longer because they had access to the trails and about 40% added multiple days to their trip due to the trails.
- Overall, the Birkie and Mt. Telemark Village Trails are responsible for attracting about 84% of visitors to the Cable-Hayward region.

Economic Impact of Trails

- On average, out-of-area visitors spend about \$1,053 per trip and about \$300 per day in the Cable-Hayward area, spending which can be directly attributed to the Birkie and Mt. Telemark Village Trails. Lodging and food are the top spending categories.
- On an annual basis, the Birkie and Mt. Telemark Village Trails generate a total of \$46.1 million in new spending from visitors in Sawyer and Bayfield counties. Spending by the American Birkebeiner Foundation in the two-county region totals \$6.3 million per year.
- The total economic value of spending generated by Birkie and Mt. Telemark Village Trails by visitors and the American Birkebeiner Foundation equals \$63.4 million. This spending supports 440 jobs per year and \$20.4 million in wages, salaries, and benefits in the region.

SURVEY PURPOSE AND METHODS

To estimate the economic value generated by Birkie and Mt. Telemark Village Trails, the Survey Research Center (SRC) partnered with the American Birkebeiner Foundation to conduct an Intercept Survey of visitors. The survey allowed us to identify a major component of the economic impact analysis: spending in each category (e.g. grocery, accommodation, entertainment) by out-of-area visitors that can be attributed to the Birkie and Mt. Telemark Village Trails. It also allowed us to determine the dynamics of how visitors utilize the trails.

The Intercept Survey was launched in August 2024 and data collection concluded at the end of August 2025. Implementation was done by the American Birkebeiner Foundation staff by intercepting visitors at the trailheads and enumerating the surveys on electronic tablets. Based on an estimate of 168,000 visitors in 2025 provided by the American Birkebeiner Foundation, a minimum sample size of 384 responses was needed to develop statistically valid estimates (5% margin of error and 95% confidence interval). A total of **510** responses were received, leading to a margin of error of **4.3%**. Because the actual sample size exceeded the minimum sample size needed, the economic impact estimates we present in this report are highly accurate and representative of the visitors to the Birkie and Mt. Telemark Village Trails.

The economic impact analysis also accounted for spending conducted by the American Birkebeiner Foundation in Sawyer and Bayfield Counties, which house the Cable-Hayward area in which the Birkie and Mt. Telemark Village Trails are located. The spending estimates, provided by the American Birkebeiner Foundation, were combined with visitor spending to estimate the overall economic impact of the trails on the two-county region. Analysis was conducted using IMPLAN Input-Output Modeling software.

In the following report, we summarize the responses of each question on the Intercept Survey categorized by visitor and trip attributes, overnight accommodations, activities visitors participate in, and the impact of the trails on trips to the area. In the last subsection, we present estimates of visitor and organizational spending and the IMPLAN results that depict the overall economic impact of that spending in the Sawyer-Bayfield County region.

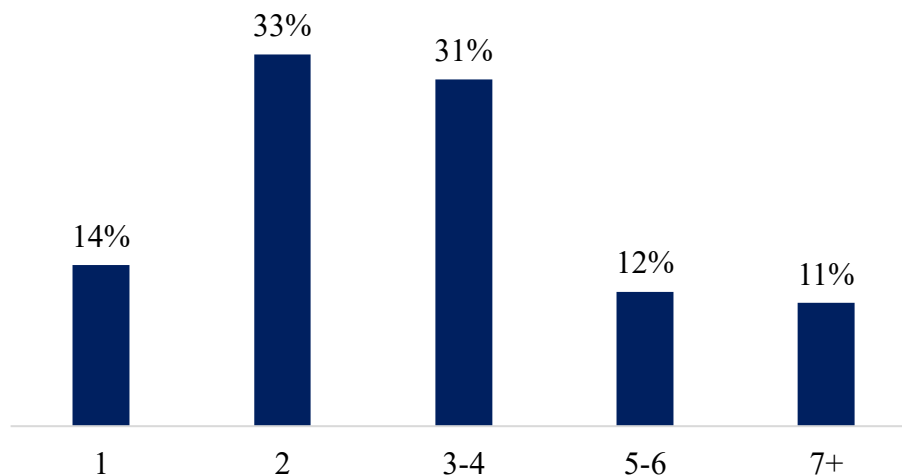
VISITOR & TRIP ATTRIBUTES

The Intercept Survey asked about the size of the visiting group, the primary residence of visitors, the number of visits conducted in the past year, and the primary purpose of the trip.

Group Size of Visitors

Figure 1 shows the number of individuals in visitor groups. Almost half (47%) of all visitors visit in groups of 1 or 2. About one-third (31%) visit in groups of 3 or 4 and about one-quarter (23%) visit in groups of 5 or more individuals.

Figure 1. Size of Visitor Group



Primary Residence of Visitors

Visitors were asked to provide the zip codes of their residence. Table 1 below shows that over half (55%) of visitors have a primary residence in Wisconsin, including about 20% who have a residence in Sawyer County (11%) or Bayfield County (9%) in Wisconsin. The next most popular area where visitors come from is Minnesota. About one-third (34%) of visitors have a primary residence in Minnesota.

Other areas have substantially lower representation among Birkie visitors. About 2% or fewer visitors reside in Illinois (2%), Iowa (2%), Colorado (1%), Michigan (1%), Arizona (1%), and Massachusetts (1%). All other regions constitute a total of 5% of visitors at the Birkie trails

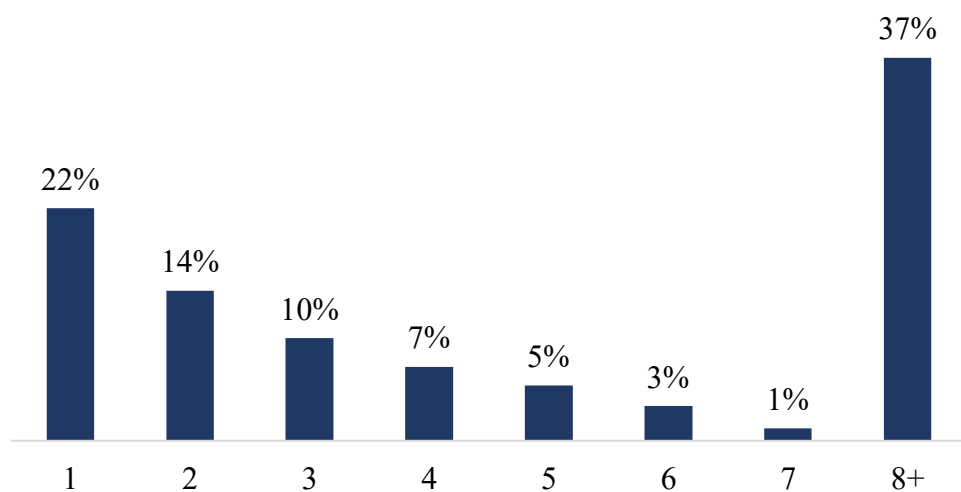
Notably, the proportion of visitors from outside of Wisconsin is considerably smaller than previous estimates because the Intercept Survey was conducted throughout a 12-month period. Previous estimates were based on data collected during Birkie Week events only, which attracts a much larger group of visitors from outside the state.

Table 1. Areas Where Trail Users Reside	
Region	Percentage
Wisconsin	55%
<i>Sawyer County</i>	11%
<i>Bayfield County</i>	9%
<i>Dane County</i>	5%
<i>Milwaukee County</i>	3%
<i>Other Counties</i>	27%
Minnesota	34%
Illinois	2%
Iowa	2%
Colorado	1%
Michigan	1%
Arizona	1%
Massachusetts	1%
Other Regions	5%

Visits in Past Year

Visitors were asked to indicate how many times in the past 12 months they had visited the Birkie and Mt. Telemark Village Trail system, including their current visit. Figure 2 shows that about 78% of visitors visited at least one other time in the past year, including over 37% who visited 8 or more times.

Figure 2. Number of Times Visitors Visited Trails in the Past 12 Months



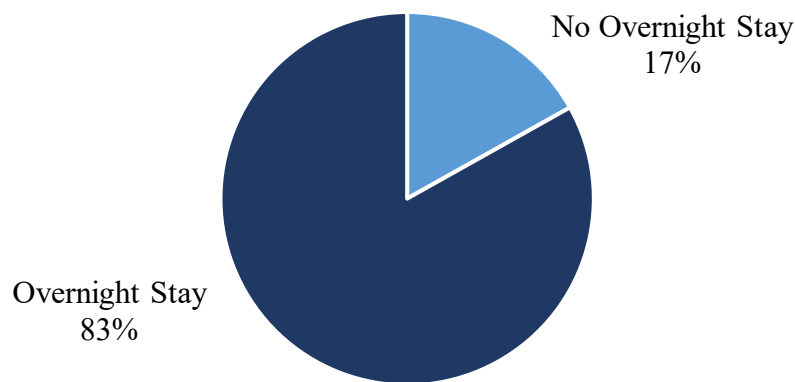
OVERNIGHT ACCOMMODATIONS

Visitors were asked if they plan to stay overnight during their trip, the number of nights they will stay, and the overnight accommodations they will use.

Likelihood of Staying Overnight

Figure 3 shows that about 83% of visitors stay overnight in the Cable-Hayward area during their visit. This implies that a large majority of visitors travel a significant distance to visit the Birkie trail or Mt. Telemark Village Trails.

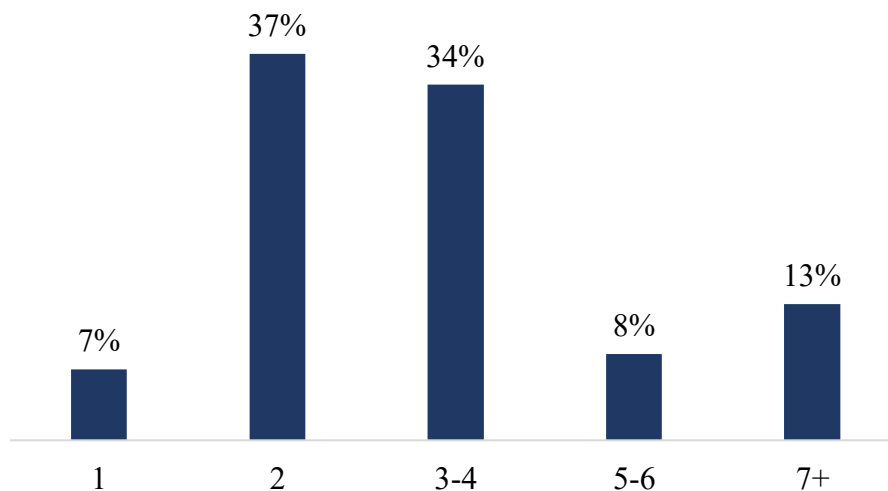
Figure 3. Whether Visitors Stay Overnight



Number of Nights Spent

Figure 4 shows that well over half (56%) of visitors with overnight stays spend at least 3 nights in the Cable-Hayward area, including one-in-five who spend 5 or more nights in the area.

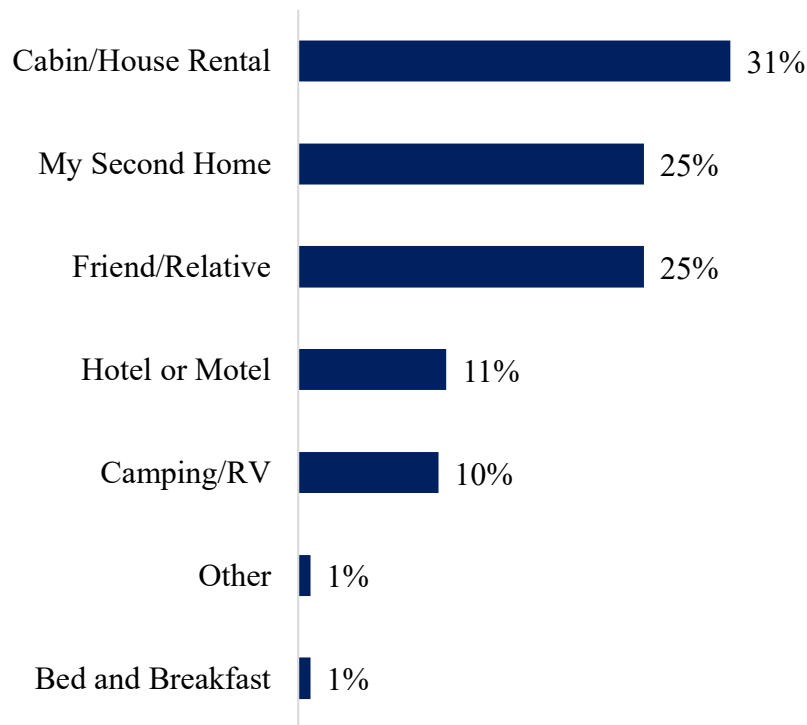
Figure 4. Number of Nights Visitors Spend in the Area



Types of Accommodation

Figure 5 shows the types of accommodations that visitors use when they stay overnight in the Cable-Hayward area. Respondents were allowed to specify multiple accommodations for this question. The most popular accommodations are cabin/house rental, used by almost one-third (31%) of visitors. Other popular overnight accommodations include second homes (25%) and stays with friends and relatives (25%).

Figure 5. Types of Accommodations Used by Overnight Visitors



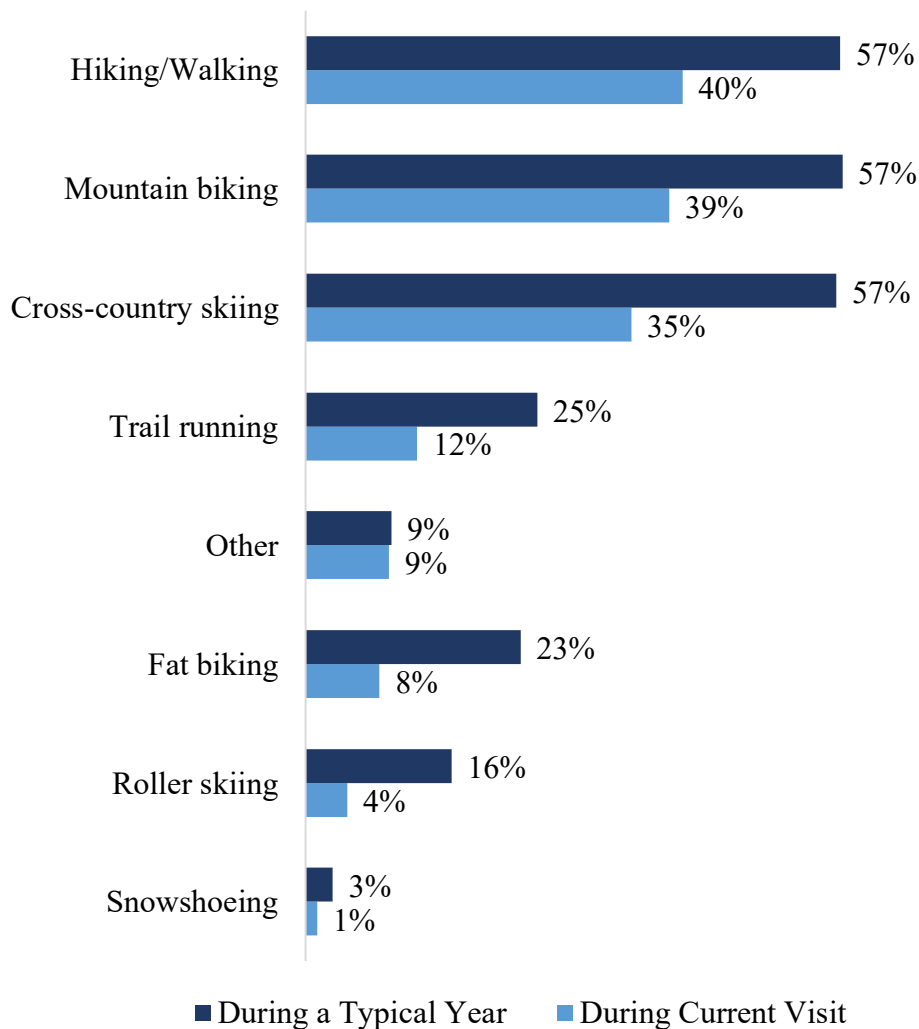
ACTIVITIES VISITORS PARTICIPATE IN

Visitors were asked to share the activities they participate in at Birkie trail and Mt. Telemark Village Trails and whether they have participated in a Birkie race event.

Popular Activities at Birkie and Mt. Telemark Village Trails

Figure 6 below shows that activities that visitors will participate in during their current trip and in a typical year. Not surprisingly, a greater proportion of visitors stated that they participate in each activity during a typical year than their current visit. The three most popular activities at Birkie and Mt. Telemark Village Trails include hiking/walking, mountain biking, and cross-country skiing.

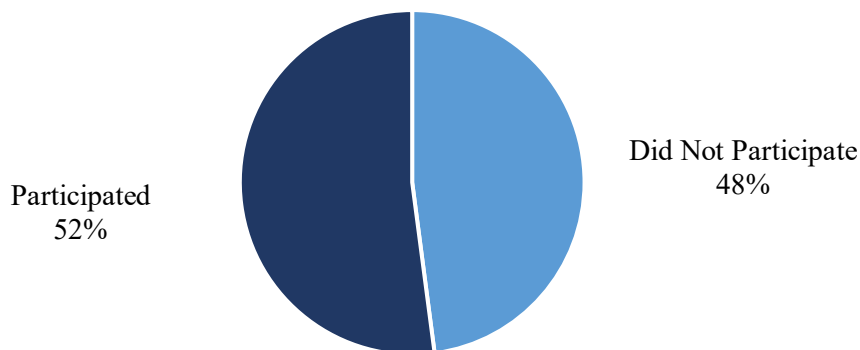
Figure 6. Activities During Current Visit and a Typical Year



Participation in Birkie Race Events

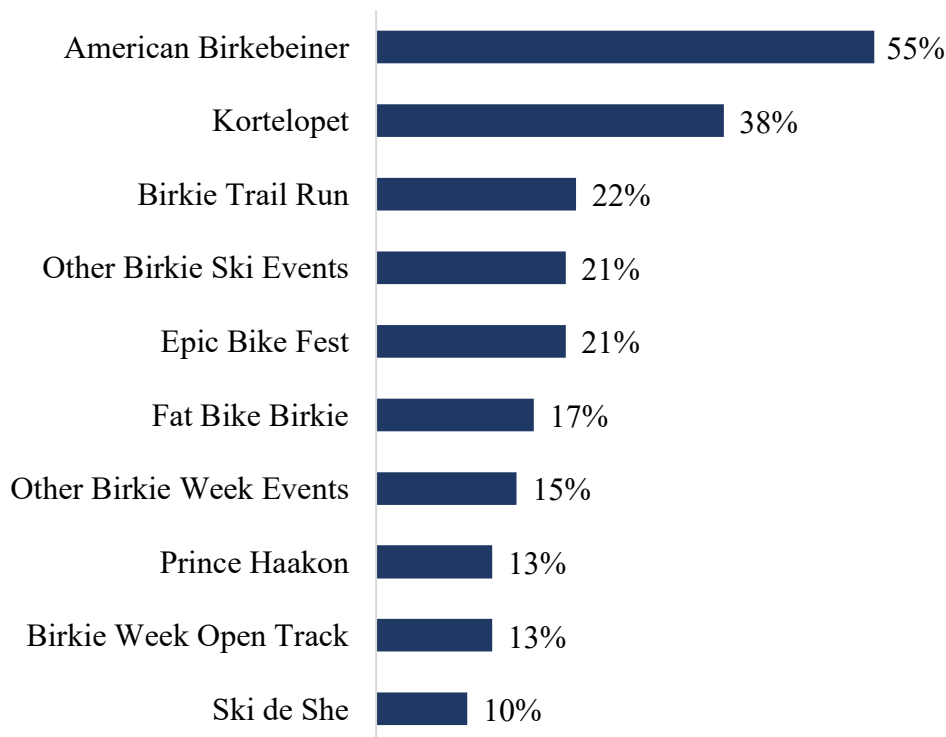
Visitors were asked if, in the past 12 months, they had participated in any Birkie race event such as the Birkebeiner, Birkie Trail Run, or the Fat Bike Birkie. Figure 7 shows that almost half (52%) had participated in a Birkie race event.

Figure 7. Participation in Any Birkie Race Event in Past Year



Those who stated that they had participated in a Birkie race event were asked to select all race events they had participated in in the past year. Figure 8 shows that over half (55%) selected the American Birkebeiner, over one-third (28%) selected Kortelopet, and under one-quarter selected Birkie Trail Run (22%), Other Birkie Ski Events (21%), and Epic Bike Fest (21%).

Figure 8. Participation in Birkie Race Event by Event



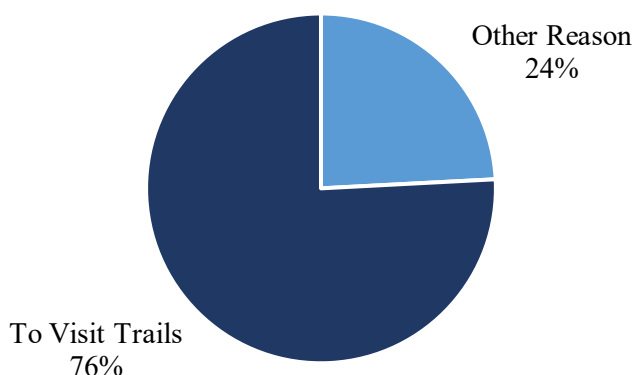
IMPACT OF TRAILS ON TRIPS TO CABLE-HAYWARD

In this section, we outline how the Birkie and Mt. Telemark Village Trails impact the likelihood of visitors coming to the Cable-Hayward region and on how long they stay in the region.

Primary Purpose of Trip

Figure 9 shows that over three-quarters (76%) of visitors visited the area primarily due to the Birkie trail or Mt. Telemark Village Trails. That is, they would not have visited if the trails did not exist.

Figure 9. Primary Reason for Visit



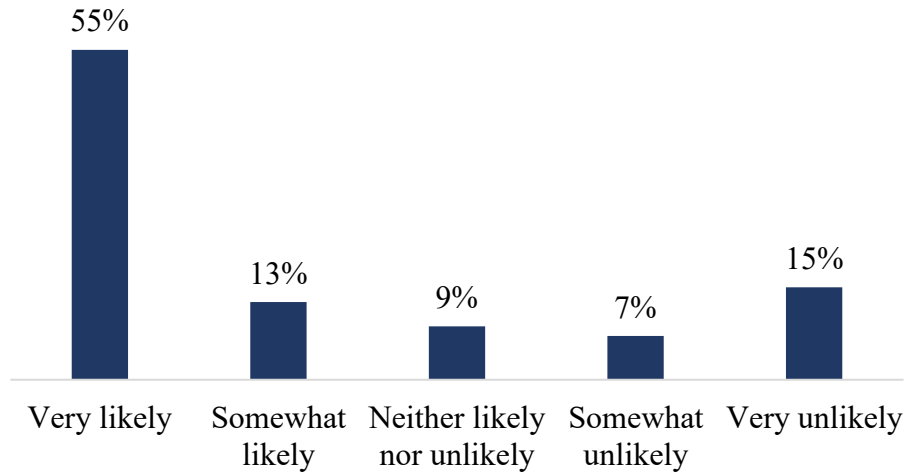
Impact of Trails on Likelihood of Visiting Cable-Hayward

Visitors who indicated that trails were not the primary reason they chose to visit the area were asked to indicate their likelihood of making the trip if the Birkie trail or Mt. Telemark Village Trails did not exist. Figure 10 summarizes the results.

About 55% of these visitors indicated that it was “very likely” that they would have still made the trip even if the trails did not exist. Another 13% selected “somewhat likely”. For the remaining 32% of visitors, the trip was less than somewhat likely if the trails did not exist, implying that the trails are responsible for inducing 32% of visitors to visit the area even though trails were not the primary reason for the visit.

A back-of-the-envelope calculation shows that Birkie and Mt. Telemark Village Trails are responsible for attracting about 84% of visitors to the Cable-Hayward region. These include 76% of visitors who visited primarily due to trails (Figure 3) and 8% of those for whom trails were not the primary reason who would not have visited if the trails did not exist (i.e. 32% of 24%).

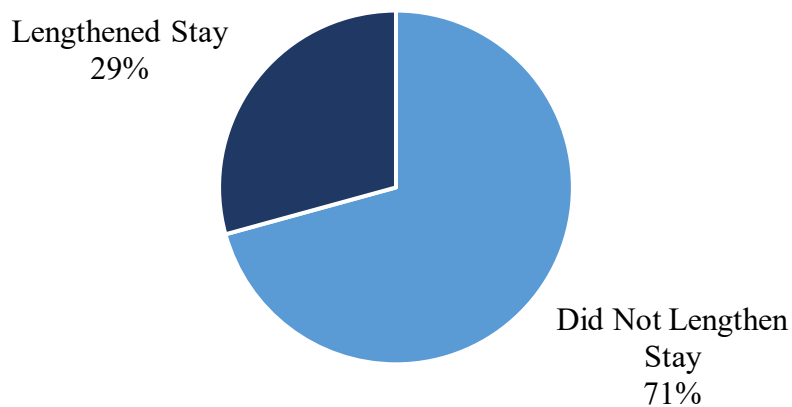
Figure 10. Likelihood of Visiting Area if Trails Did Not Exist



Impact of Trails on Length of Stay

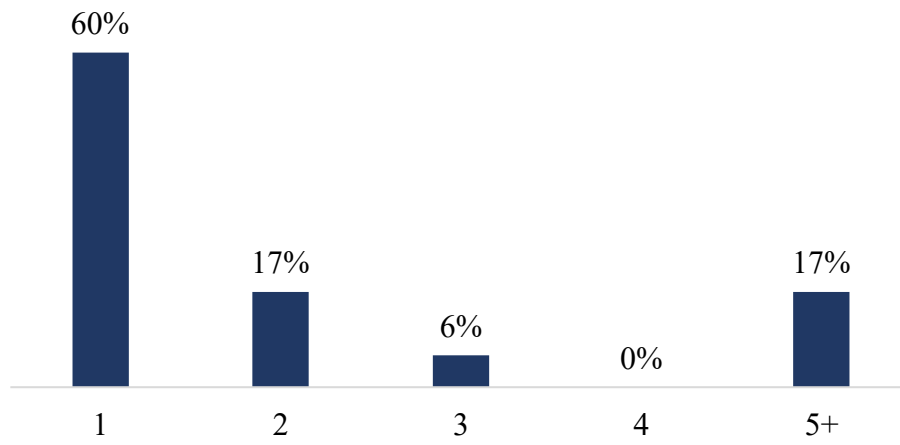
The survey asked visitors who indicated that trails were not the primary reason they chose to visit the area if having access to the Birkie trail or Mt. Telemark Village Trails lengthened their stay in the Cable-Hayward area. Figure 11 on the next page shows that about one-third (29%) indicated that the trails did lengthen their stay.

Figure 11. Whether Trails Lengthened Visitor Stay



Visitors who stated that trails had lengthened their stay were asked to indicate the number of days the trails added to their trip. Figure 12 shows that 60% of visitors added one more day to their trip to visit the trails. In addition, well over one-in-five visitors (20%) lengthened their stay in the by 3 or more days due to the trails.

Figure 12. Number of Days Trails Lengthened Stay



ECONOMIC IMPACT OF TRAILS

In this section, we present the estimates of the economic impact analysis. We first present spending in the Cable-Hayward area from visitors that can be attributed to the Birkie and Mt. Telemark Village Trails and the spending conducted by the American Birkebeiner Foundation in the region. We then present the overarching estimates of the economic impact of the trails on Sawyer and Bayfield counties.

Spending Induced by Trail System

There are two major components of the spending generated by the Birkie and Mt. Telemark Village Trails:

- (a) spending by non-resident visitors attracted to the region by the trail system and,
- (b) spending by the American Birkebeiner Foundation in the Sawyer-Bayfield County region.

The following sections present the estimated spending by category from both sources.

Non-Resident Visitor Spending

To quantify the economic impact of trails, we consider only those visitors who reside outside of the region. These visitors represent new dollars invested in the local economy, in contrast with spending conducted by local residents which is simply a reallocation of spending from one area of the local economy to another. For example, the funds that a local resident uses to purchase a mountain bike in the area are those that would have likely been spent in another part of the local economy. Thus, these funds do not stimulate economic growth as would funds that were earned elsewhere and spent in the region.

Table 2 (on the next page) shows the spending that can be attributed to the Birkie and Mt. Telemark Trails. The intercept survey asked visitors to list by spending for each category shown in Table 2. The survey also asked these visitors to specify the spending that would have occurred even if they did not visit the Birkie and Mt. Telemark Trails. This amount was subtracted from the overall spending to determine the spending that can be directly attributed to the Birkie and Mt. Telemark Trails. In addition, we removed visitor spending that were outliers and patently anomalous. For example, one visitor reported spending \$10,000 on food and drinks and \$1,800 on grocery, liquor, and other food and beverages for a one-day trip for a party of 1. This spending was removed from the sample, along with other spending that did not seem plausible.

Table 2 shows the spending for each category per trip and per day. On average, each trip generates a total of \$1,053 in spending in the Cable-Hayward area. For reference, the average duration of a trip is 3.8 days. The largest expense for each trip is lodging, averaging \$370 per trip, followed by food/drink at restaurants, bars, and other establishments (\$190). The miscellaneous categories include items that are not included in other categories, such as ski equipment, EV charging, and bike repairs. Spending on trail passes is not included in Table 2. On average, visitors spend about \$300 per day in the Cable-Hayward area due to the Birkie and Mt. Telemark Trail system.

Table 2. Visitor Spending Induced by Birkie & Mt. Telemark Trails

	Spending per Trip		Spending per Day	
	Average	Maximum	Average	Maximum
Lodging	\$370	\$15,000	\$101	\$2,000
Food and drink at restaurants, bars, etc.	\$190	\$4,500	\$59	\$1,000
Miscellaneous	\$168	\$3,000	\$49	\$360
Grocery, liquor, & other food/beverage	\$113	\$2,000	\$30	\$400
General retail	\$110	\$2,500	\$30	\$417
Gas or fuel, auto service	\$82	\$1,200	\$26	\$333
Entertainment and amusement	\$20	\$400	\$6	\$200
Total Spending	\$1,053		\$300	

Estimates provided by the American Birkebeiner Foundation shows that a total of 168,000 visitors visited in 2025. Because about 80% of these trips were conducted by those who reside outside the Sawyer-Bayfield County area, we can infer that 134,736 trips are conducted by out-of-region visitors. Paired with the spending by category shown in Table 2, we estimate that trips by visitors generate a total of **\$46.1 million** in new spending injected into the local economy. This estimate does not incorporate the multiplier effect and leakages. That is, this is not the true economic impact of the Birkie and Mt. Telemark Village Trails.

American Birkebeiner Foundation Spending

Similar to the economic value generated by spending conducted by visitors attracted to the region by the Birkie and Mt. Telemark Village Trails, the spending by the American Birkebeiner Foundation in Sawyer and Bayfield counties also generates economic value for the two counties. Each year the American Birkebeiner Foundation spends on wages and salaries of staff who reside in the area, medical expenses and security services for events procured from the area, capital projects conducted in the area, etc. This spending generates an economic impact by creating/retaining jobs and stimulating the local economy.

Table 3 on the next page shows an itemized list of spending conducted by the American Birkebeiner Foundation in the Sawyer-Bayfield County region. To prevent biased estimates from anomalous years, we consider 3-year averages for each item. Operating expenses total about \$4.1 million and include staff wages and benefits, medical expenses, police/security services, and other operating expenses. Capital expenses total \$2.1 million and include construction and renovation of facilities and purchases of equipment and vehicles. Total spending conducted by the American Birkebeiner Foundation in the Sawyer-Bayfield County region is estimated at **\$6.3 million**. Again, this estimate does not incorporate the multiplier effect and leakages.

Table 3. Spending by the American Birkebeiner Foundation in the Region

Category	Amount
<u>Operating Expenditures</u>	
Staff Wages and Benefits	\$1,750,360
Medical Expenses	\$49,983
Police/Security Services	\$91,352
All Other Operating Expenses	\$2,232,493
<i>Total Operating Expenditures</i>	<i>\$4,124,188</i>
<u>Capital Expenditures</u>	
Facilities	\$1,680,092
Equipment	\$406,647
Vehicles	\$53,507
<i>Total Capital Expenditures</i>	<i>\$2,140,246</i>
<i>Total Operating and Capital Expenditures</i>	<i>\$6,264,434</i>

Overall Economic Impact on Sawyer and Bayfield Counties

The total economic value of the Birkie and Mt. Telemark Village Trails on Sawyer and Bayfield counties was estimated using IMPLAN Input-Output Modeling software. The underlying assumption behind IMPLAN's model is that in a given economy, all industries and households are linked as the value of new spending flows from one party to another. As a result, each dollar spent in the Sawyer-Bayfield County region supports a host of additional economic activities across the supply chains in the region. This is known as the "multiplier effect".

Another important concept used in IMPLAN modeling is "leakage". Leakages represent visitor spending that does not circulate through the region's economy and, thus, reduce the overall economic impact of that spending. For example, if a local restaurant uses visitor spending to source ingredients from outside of the Sawyer-Bayfield County, these dollars will leak out of the local economy immediately. IMPLAN's model allows us to incorporate both multipliers and leakages to estimate the overall economic impact of spending induced by the Birkie and Mt. Telemark Village Trail system.

The economic impact of the Birkie and Mt. Telemark Village Trails reflects spending by both, visitors and the American Birkebeiner Foundation. The economic impact can be disaggregated into direct, indirect, and induced effects. *Direct effects* relate to the initial effects from spending in Sawyer and Bayfield counties. Each dollar spent at a local business goes towards wages and salaries for employees of that local business, procurement of inputs, and state and local taxes within that industry. *Indirect effects* incorporate the multiplier effect and track the economic value

of the dollar as it flows through the supply chain. These can be considered spillover effects to other industries. *Induced effects* also incorporate the multiplier effect and are second-order effects that capture how the spending circulates in the local economy. For example, if a visitor spends \$101 per night for a hotel room, the direct effect would include the wages and salaries of the hotel's employees, the indirect effect would include the linens purchased by the hotel from a supplier, and the induced effect would include the rent paid by hotel employees for their housing in the region.

Tables 4 shows the results from the IMPLAN model. The annual economic impact of the Birkie and Mt. Telemark Village Trails includes:

1. Employment: 440 full-time equivalent jobs (created or retained).
2. Labor Income: \$20.4 million in wages, salaries, and benefits for business employees and income received by self-employed individuals and unincorporated business owners.
3. Value Added: \$36.7 million in added value from transforming intermediate inputs (e.g. energy, materials, contract services) into the final output. It includes employee compensation, net income (or profit), and taxes.
4. Output: \$63.9 million in total output (or value of production). In other words, if the Birkie and Mt. Telemark Village Trails were to close, Sawyer and Bayfield counties would lose over \$63.9 million in economic value per year.

Table 4. Economic Impacts of Bayfield Peninsula Trails by Type of Impact				
Impact Type	Employment	Labor Income	Value Added	Output
Direct	294	\$10,883,189	\$19,503,901	\$33,326,709
Indirect	72	\$4,896,792	\$8,311,155	\$15,976,034
Induced	74	\$4,601,911	\$8,853,428	\$14,557,690
<i>Total Effect</i>	440	\$20,381,892	\$36,668,484	\$63,860,433

PART II: PERSPECTIVES OF CABLE-HAYWARD COMMUNITY MEMBERS

EXECUTIVE SUMMARY

The goal of the 2026 American Birkebeiner (Birkie) Community Survey was to understand the impact that the Birkie Events have on area residents and the communities that host the events. The SRC invited 2,276 randomly selected residents of the Town of Cable and the City of Hayward to complete the survey online. A total of 162 residents completed the survey, for a response rate of 7.1%. The actual response rate (162 responses) fell short of the minimum sample size needed and yielded a 7.5% margin of error, higher than the statistical standard of 5% margin of error. However, while the sample size does not meet the statistical standard, it does provide a critical mass of responses needed to develop insights into the perspective of Cable and Hayward residents.

Key findings of the study are as follows:

Event Participation and Trail Utilization

- A majority of respondents participate in Birkie-hosted events and/or utilize the Birkie and Mt. Telemark Village trails and facilities at least once in an average year.
- About 40% of community members reported having attended or participated in a Birkie-hosted event in the past year. Among those who attended/participated, over two-thirds attended multiple events and almost one-third attended 5 or more events. The most popular roles these community members played in the events they attended were Spectator (75%), Volunteer (49%), and Participant (35%).

Impact of Birkie-Hosted Events

- A large majority of community members describe the economic impact of Birkie events and facilities on their local community and the state of Wisconsin to be positive. A lot fewer residents consider the events and facilities to directly impact their household.
- Well over one-third of community members describe the impact of Birkie events and facilities on all their quality of life, mental and physical health, and overall wellbeing as positive, with about one-in-five indicating that the impact is “very positive”.
- Community members feel that not only do Birkie events and facilities generate a lot of tourism in the area, but that tourism is also mostly positive. Many community members also agree that the Birkie events and facilities have generated economic and social benefits for them. There is a lot less agreement among community members regarding the positive impacts of Birkie events and facilities on community resources such as public services and infrastructure.

- Nearly two-thirds of respondents feel that the Birkie and Mt. Telemark Village trails, facilities, and events have increased awareness of the Cable-Hayward area “a lot” or “moderately” compared to similar communities.
- The top three changes respondents would recommend be implemented to improve the impact of the Birkie events on their community include greater investment in local businesses, preservation of rural character, and greater outreach to local residents.

Outdoor Recreation

- The top three most popular forms of outdoor recreation that community members participate in include fishing/ice fishing, walking/dog walking, and biking (e.g., fat biking, mountain biking, road biking). Other popular activities include cross-country skiing, hiking and backpacking, hunting, and kayaking/canoeing.

Open-Ended Feedback

- When invited to provide feedback on how the Birkie and Mt. Telemark Village trails, facilities, and events have impacted them and their community, a total of 39 individuals provided written comments. The comments reflect a balanced mix of strong support and increasing concern, highlighting both the value of the events and opportunities for improved community alignment.

SURVEY PURPOSE AND METHODS

The goal of the 2026 American Birkebeiner (Birkie) Community Survey was to understand the impact that the Birkie and Mt. Telemark Village Trails have on area residents and the communities that host the Birkie events. The SRC used a custom created community survey instrument that was distributed through direct email to residents of the Town of Cable and the City of Hayward in Wisconsin.

The SRC invited 2,276 randomly selected residents to complete the survey online. The survey was launched on January 14, 2026, and was live for 15 days. Three email reminders were sent to non-respondents. By the end of the data collection period, a total of **162** complete (or near-complete) responses were collected, for a response rate of 7.1%.

Given an estimated 712 residents age 18 or older in the Town of Cable and 2,067 residents age 18 or older in the City of Hayward (US Census Bureau, 2024), a total of 338 responses were needed to construct statistically reliable estimates (5% margin of error and 95% confidence interval). The actual response rate (162 responses) fell short of the minimum sample size needed and yielded a 7.5% margin of error, higher than the statistical standard of 5% margin of error. However, while the sample size does not meet the statistical standard, it does provide a critical mass of responses needed to develop insights into the perspective of Cable and Hayward residents.

In the following report, where appropriate we present responses sorted by ranking (or popularity). For questions that require respondents to “select all that apply,” responses are ranked based on a decreasing level of selection, that is from the highest level of selection to the lowest level of selection. In addition to constructing estimates and rankings for the overall sample, we also assessed the statistical significance of differences between area residents in the following demographic groups and their counterparts:

- Female: respondents who identify as “female” relative to identifying as “male.” Female respondents constitute 39% of the sample.
- Senior: respondents who report their age as 65 years or older. About 56% of all respondents in the survey sample are seniors.
- Lower-Income: respondents who have an annual household income of less than \$100,000. About 45% of all respondents in the survey sample are included in this income category.
- Long-Term Resident: respondents who have had a primary or secondary residence in the Cable-Hayward area for more than 20 years. About 57% of all respondents are long-term residents.

We also present results based on their statistical significance. Statistical significance allows greater confidence that the result represents the true perception of respondents and was not obtained by “chance.” Importantly, the size of the difference between two groups is not always proportional to its statistical significance; there may be differences that are smaller but are still statistically significant than differences that are large and not statistically significant. This is largely due to sample size and variability: a higher sample size and/or low variability in responses leads a higher likelihood of statistical significance.

In the following report, we present the following sets of results:

- Summary of responses to each survey question in a table or a graph.
- A table of differences between responses of respondents in the demographic subgroups described above, with statistically significant differences shown in **bold** font.
- A full list of open-ended comments.

EVENT PARTICIPATION AND TRAIL UTILIZATION

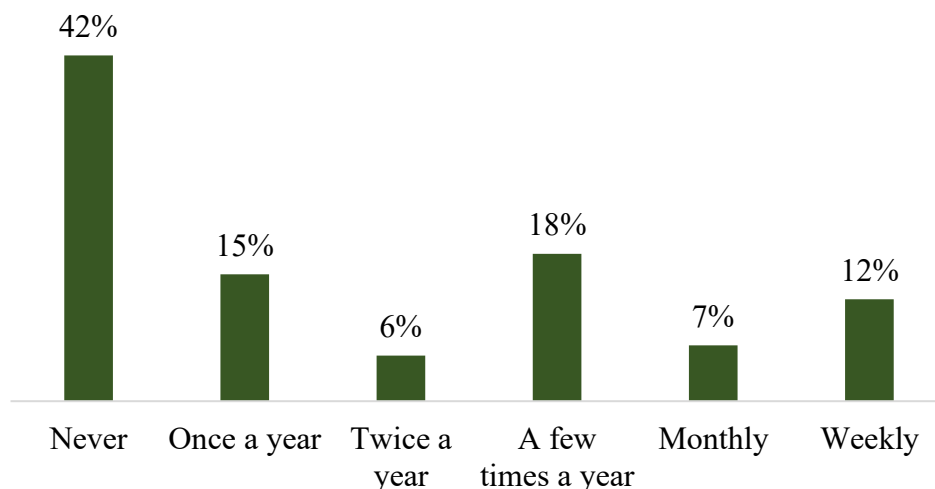
Area residents' participation in Birkie-hosted events or utilization of the Birkie and Mt. Telemark Village trails and facilities was measured in four different ways in the survey.

- Frequency of participation in/utilization of Birkie-hosted events and Mt. Telemark Village trails and facilities.
- Attendance/participation in Birkie-hosted events.
- Number of Birkie-hosted events attended in the past 12 months.
- Respondents' role(s) in the Birkie-hosted events.

Participation in Events & Utilization of Trails and Facilities

Figure 13 summarizes how frequently, in an average year, respondents participate in Birkie-hosted events or utilize the Birkie and Mt. Telemark Village trails and facilities. Nearly six-in-ten (58%) respondents said they participate in Birkie-hosted events and/or utilize the Birkie and Mt. Telemark Village trails and facilities at least once in an average year, while 42% said they “never” participate in/utilize them. Over one-third (37%) participate/utilize at least a few times a year while one-in-five (19%) do so at least monthly.

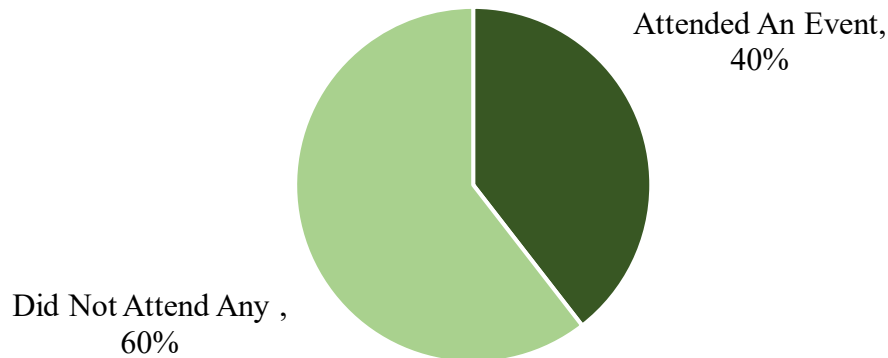
Figure 13. Participation in Events and Utilization of Trails/Facilities



Attendance/Participation in Birkie-Hosted Event

The survey asked community members if in the past 12 months they had attended or participated in an event hosted by the American Birkebeiner Foundation. As shown in Figure 14 (on the next page), 40% of respondents said they attended or participated in an event in the past 12 months, while 60% said they had not.

Figure 14. Attendance at Birkie Events in Past Year

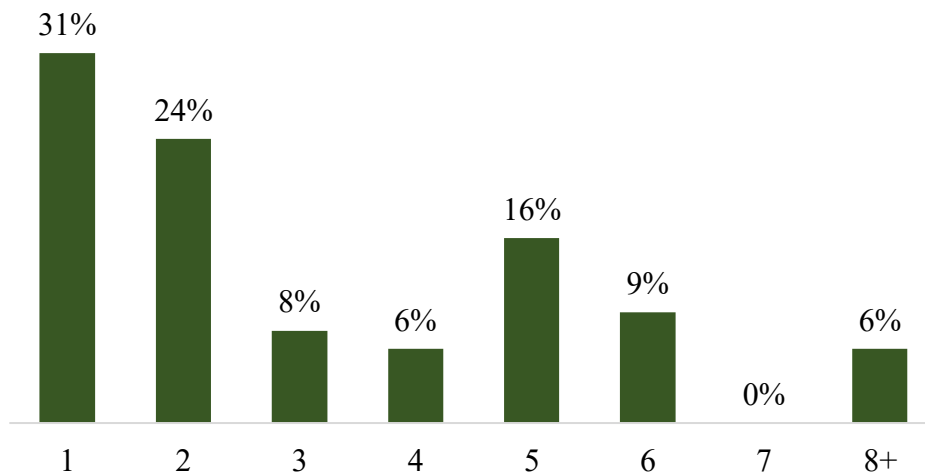


Number of Birkie-Hosted Events Attended in the Past 12 Months

Among respondents who indicated they attended or participated in a Birkie-hosted event in the past 12 months, 31% indicated they attended only one event in the past 12 months while over two-thirds (69%) indicated that they attended multiple events. Almost one-third (31%) participated in 5 or more events.

Combined with the results of Figure 14, Figure 15 suggests that over one-quarter (28%) of all community members participate in multiple events hosted by the American Birkebeiner Foundation during a typical year.

Figure 15. Number of Birkie-Hosted Events Attended in the Past 12 Months

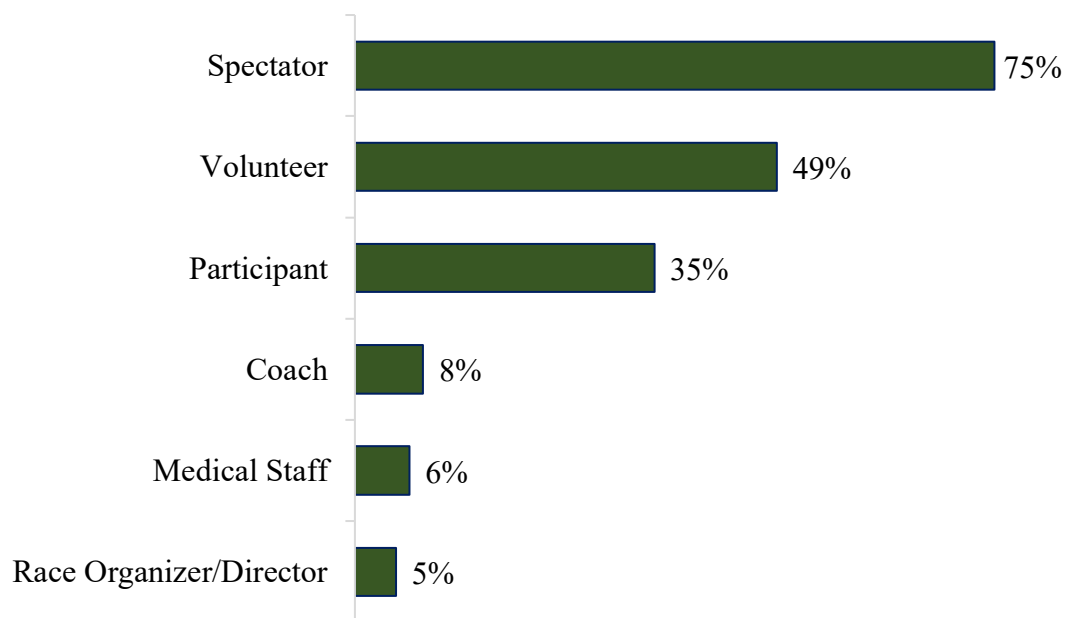


Role(s) in Birkie-Hosted Events Attended in the Past 12 Months

Respondents who attended a Birkie-hosted event in the past 12 months were asked to identify the role(s) they played in the event. Multiple answers were allowed. Those who selected “none of the above” were excluded from this analysis.

Figure 16 shows that three-quarters (75%) selected “spectator”, about half (49%) selected “volunteer”, and over one-third (35%) selected “participant”. Note that these proportions include community members who selected multiple responses. No community member “sponsor,” “none of the above,” or “something else.”

Figure 16. Role(s) in Birkie-Hosted Events



IMPACT OF BIRKIE-HOSTED EVENTS

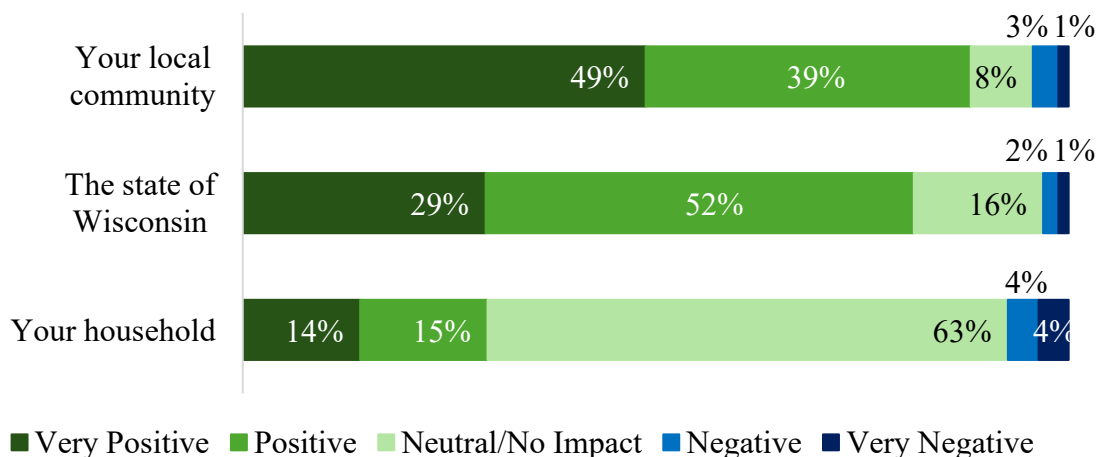
One of the goals of the survey of community members was to qualitatively gauge the impact that the Birkie and Mt. Telemark Village Trail system has on local residents. The survey asked about the impact on economic and social wellbeing and on the general quality of life of residents.

Economic Impact on Households, Communities, and the State

Residents were asked how they would describe the economic impact (new businesses, new jobs, higher wages, etc.) of the Birkie and Mt. Telemark Village trails, facilities, and events on their household, local community, and the state of Wisconsin. As shown in Figure 17, almost nine-in-ten (88%) described the economic impact of Birkie-hosted events on their local community as positive, with 49% who stated that it is “very positive”. Clearly, communities that host the American Birkebeiner Foundation events and facilities consider them to generate a lot of benefit.

A substantial proportion of residents also consider the events and facilities to have a statewide positive impact, albeit with less enthusiasm. About 81% indicated that the impact on the state of Wisconsin is positive, with nearly three-in-ten (29%) describing the impact as “very positive”. However, a lot fewer residents consider the events and facilities to directly impact their household. Only 14% described the economic impact of Birkie-hosted events on their household as “very positive” and 15% described it as “positive”.

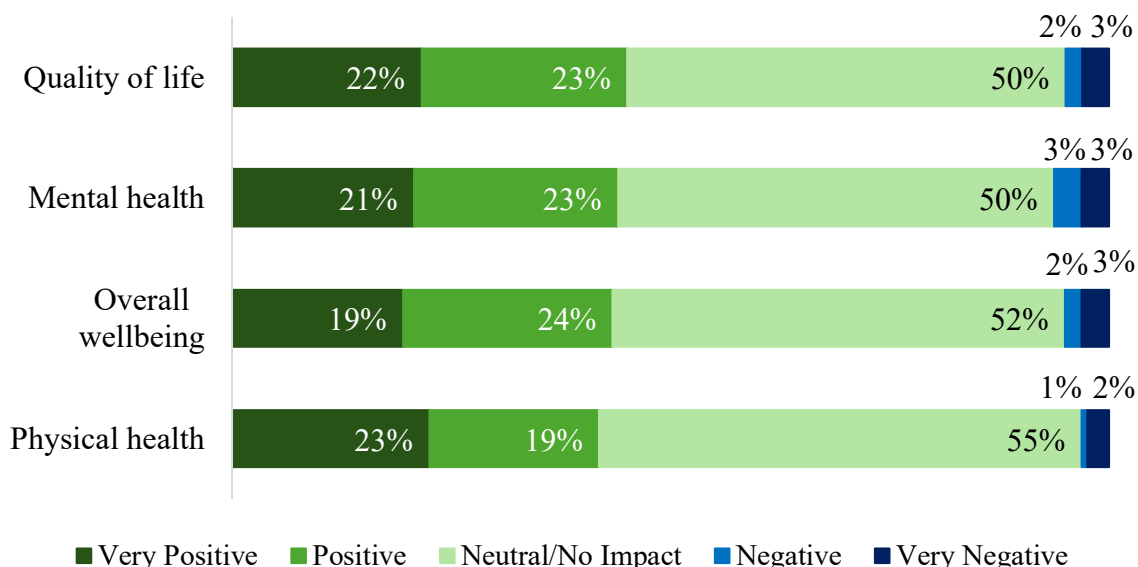
Figure 17. Economic Impact of the Birkie Events and Facilities



Impact on Health & Wellbeing

Residents were asked to describe the impact of the Birkie and Mt. Telemark Village trails, facilities, and events on four measures of their wellbeing: quality of life, physical health, mental health, and overall wellbeing. Well over one-third of community members describe the impact of events and facilities on all four measures as positive, with about one-in-five indicating that the impact is “very positive”. Only a handful of community members consider the impact to be negative.

Figure 18. Impact of Birkie Events and Facilities on Health & Wellbeing



Impacts on Economic, Social, and Quality of Life Aspects

Respondents were asked to indicate their level of agreement with 12 statements about the Birkie and Mt. Telemark Village trails, facilities, and events, on a scale ranging from “strongly agree” to “strongly disagree.” Figure 19 (on the next page) summarizes the results.

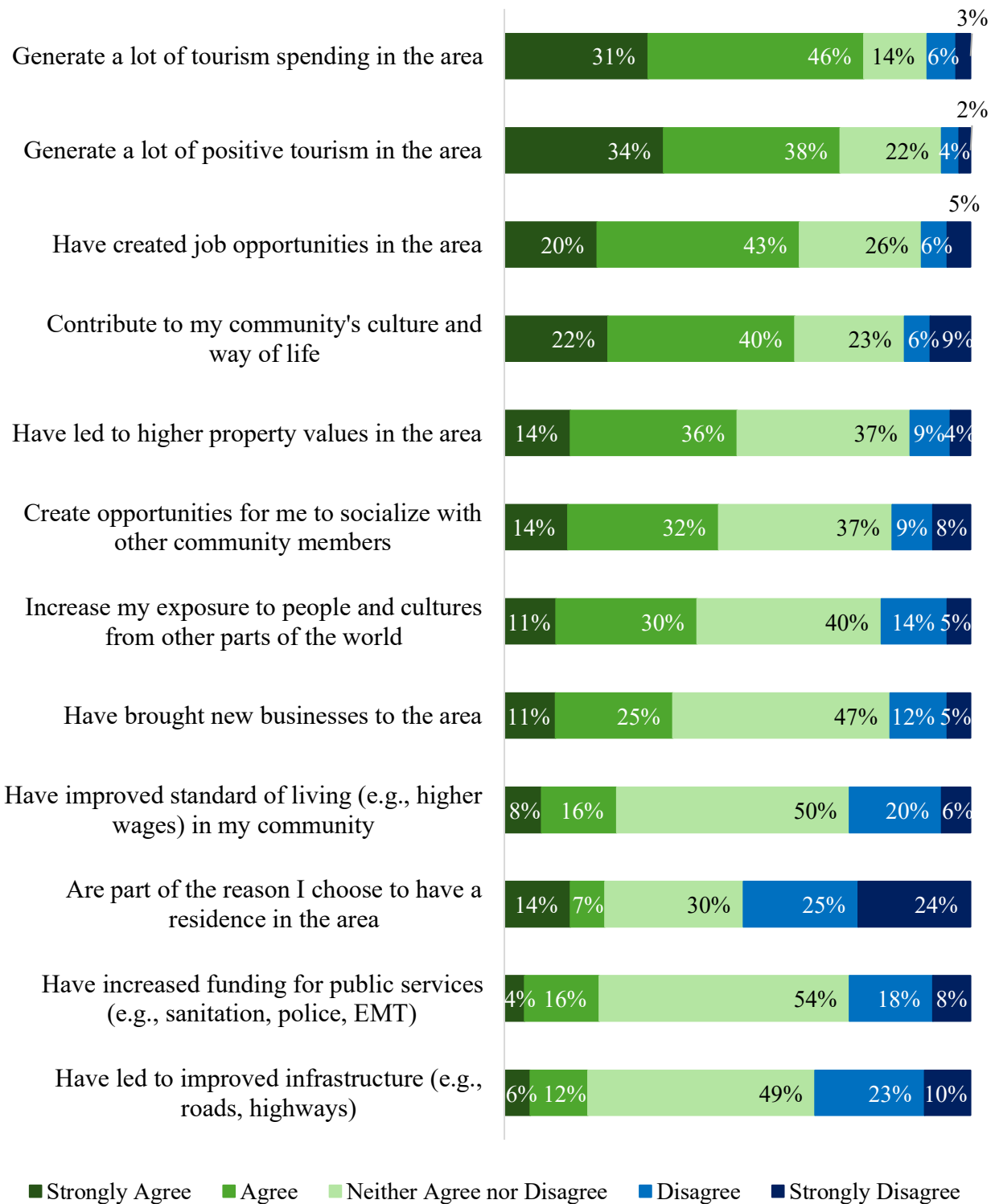
A notable conclusion that can be drawn from Figure 19 is that community members feel that Birkie events and facilities generate a lot of positive tourism in the area. About three-quarters agree (“agree” or “strongly agree”) that Birkie events and facilities generate a lot of tourism (77%) and that the tourism is positive (72%).

Many community members also perceive the economic benefits of the Birkie events and facilities. About half or more that the Birkie events and facilities have created job opportunities (63%) and led to higher property values (50%) in the area. About one-third agree that Birkie events and facilities have brought new businesses to the area (36%). One caveat is that while a majority agree that there are greater job opportunities in the area due to the Birkie events and facilities, much fewer agree that the standard of living in their community (e.g. higher wages) has improved.

Finally, many community members agree with the social benefits of Birkie events and facilities. A tangible proportion agree that Birkie events and facilities contribute to their community’s culture and way of life (62%), create opportunities for them to socialize with other community members (46%), and increase their exposure to people and cultures from other parts of the world (41%).

There is a lot less agreement among community members regarding the positive impacts of Birkie events and facilities on community resources such as public services and infrastructure.

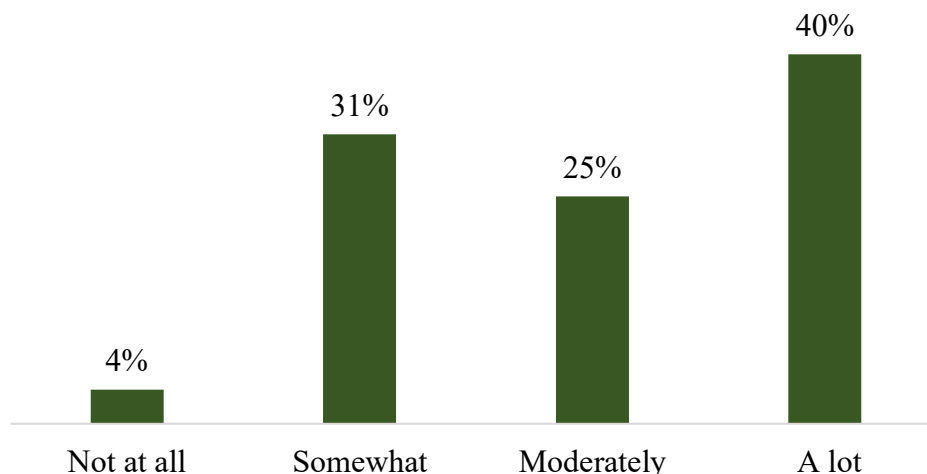
Figure 19. Impact on Economic, Social, and Quality of Life Aspects



Impacts on Awareness of Cable-Hayward Area

Residents were asked to what extent they feel that the Birkie and Mt. Telemark Village trails, facilities, and events have increased awareness of the Cable-Hayward area compared to similar communities. An overwhelming majority (96%) feel that the Birkie events and facilities have had at least some impact on increasing awareness. Almost two-thirds (65%) feel that the impact is at least moderate, including 40% who feel that the impact is “a lot”.

Figure 20. Impact on Awareness of Cable-Hayward Area



Recommendations to Improve the Impact of Birkie Events

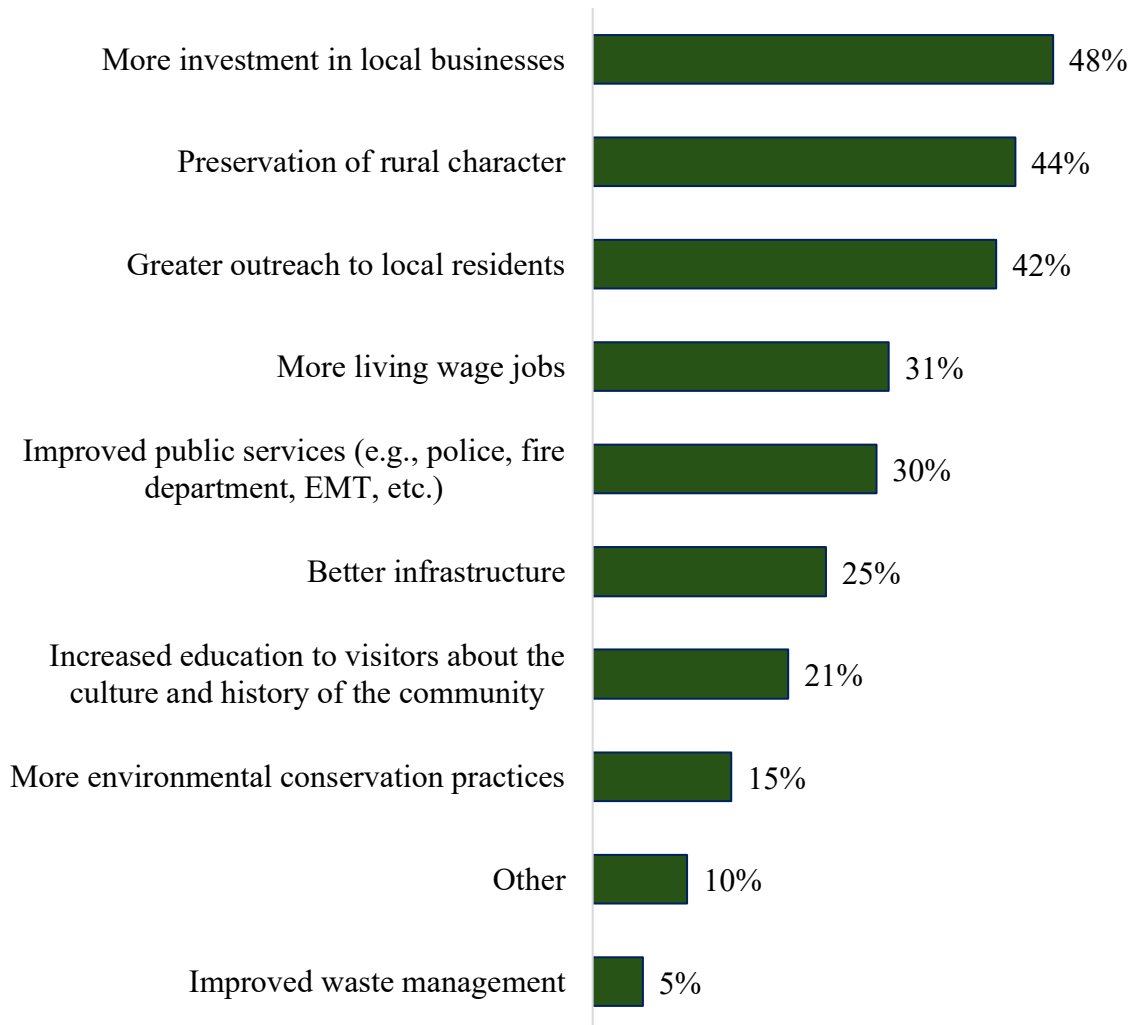
Community members were asked to select the top three changes they would recommend be implemented to improve the impact of the Birkie events on their community. Figure 21 (on the next page) summarizes the results.

The most popular change, selected by almost half (48%) of all community members, is to increase investment in local businesses. A closely related result is that almost one-third (31%) recommended creating more living wage jobs in their communities. These two results suggest that economic benefits are a high priority for local residents.

Other changes selected by about one-third or more community members include preservation of rural character (44%) and greater outreach to local residents (42%). Both results suggest the need for a more cohesive community approach in all Birkie events. Residents would to maintain their current way of life, which may entail limiting excessive development and population growth, and have a stronger connection between Birkie events and the local communities.

Improvements to community resources were selected by less than one-third of the residents. For example, 30% voted for improved public services, 25% voted for better infrastructure, and only 5% voted for improved waste management.

Figure 21. Recommendations to Improve the Impact of Birkie Events



Fifteen respondents selected the “Other” option and provided a text-entry response. All written responses are displayed below and organized by theme.

Local Investment/Representation

- *More workforce housing in the Seeley and Cable areas.*
- *Community pool – teach kids to swim.*
- *More local people on the Board.*

Economic Impact

- *Cross-country skiers are (justly or unjustly) considered to be very cheap so we do not get as much economic benefit as we should (i.e., very low tips, if any, in restaurants).*

- *Push for the participants and tourists to actually start spending money in the local economy instead of feeding off free water cups, crackers, and ketchup packets. And I am not joking. I have cooked for 15 years and lived for 33 years in this area. Every year it is the same – horrid drivers, horrid traffic, cheap tourists, and rude even more so. I used to look forward to the Birkie, now I shop for a week in advance and completely avoid Hayward for the duration of the event.*

Environmental Impact

- *Acknowledge that your sport is fighting climate change, and pumping public water from high-capacity wells is stealing a public resource.*
- *More involvement to reduce the massive cutting in our forests and preserve, protect county and state forests via more sustainable practices. Be more accommodating to grooming outside of just event planning. More people will move here to our community if trails and the forests are prioritized.*

Disruption Experienced by Residents

- *Traveling to work or driving kids to bus stops during Birkie is hard. I honestly believe that Drummond to Hayward schools should automatically be closed during this time. Too much traffic – I drive my kids to Cable to catch a bus to Drummond and to tell the truth, it is a mess. I believe in the community where residents are here year-round would be more involved with not just this festivity, but a lot of others if the wages were higher. We are one of the lowest pay scale areas and everyone who works in these areas puts up with a lot. The only other sad thing is there is nothing for kids to do, well there is, but you have to make a certain wage to be able to put your kids in things.*
- *Less disruption for people who live in the area full time. It's not always easy to get around town. Parking is a problem. Grocery stores can't keep up with demand for certain items.*

Ski Trails

- *Focus on trails, lights, and grooming.*
- *Set classic track.*

Inclusivity

- *Trail passes are too expensive for some families. Bringing the cost down or getting rid of it would help make these sports more inclusive. Scholarships for underserved minorities to be able to race would also increase inclusivity.*

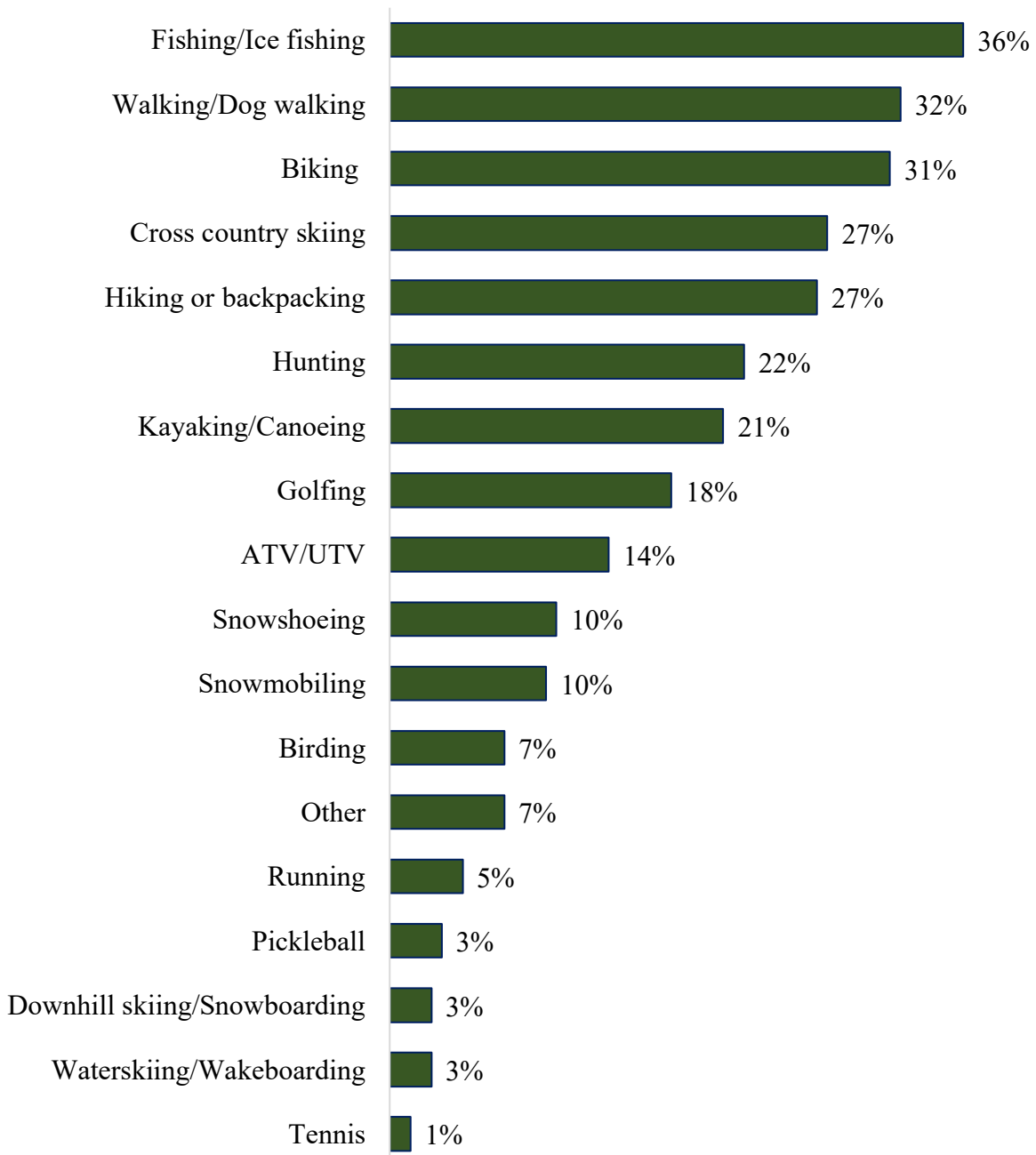
Miscellaneous

- *I feel Birkie staff already do a great job!*
- *Increase outreach for hosting skiers in homes.*
- *No more volunteers.*

OUTDOOR RECREATION

Residents were asked to select from a list the outdoor recreation activities they participate in. Figure 22 shows that the top three outdoor recreational activities include fishing/ice fishing (36%), walking/dog walking (32%), and biking, including fat biking, mountain biking, and road biking (31%). Other popular activities, selected by at least one-in-five respondents, include cross-country skiing (27%), hiking and backpacking (27%), hunting (22%), and kayaking/canoeing (21%).

Figure 22. Forms of Outdoor Recreation Participated in Most Often



OPEN-ENDED FEEDBACK

Community members were asked if there was anything else they would like to say about how the Birkie and Mt. Telemark Village trails, facilities, and events have impacted them and their community. A total of 39 written comments were provided and are available in the section, “Open-Ended Comments” at the end of this report.

In summary, the feedback is mixed, highlighting both benefits and concerns. Positive comments focus on respondents’ appreciating Birkie events and facilities for the economic and community benefits they provide, such as bringing visitors and revenue to the Cable-Hayward area, promoting healthy lifestyles and outdoor recreation, creating community spirit, offering year-round activities, and motivating long-term residents to stay active and connected.

Negative comments focus on growing concerns about the events becoming too large, too long, and too disruptive, placing heavy burdens on local residents, roads, schools, and public services. Some residents avoid visiting the town during Birkie Week, not wanting to deal with traffic congestion/closures and difficulty accessing businesses. Respondents want to see better balance, communication, and stewardship when it comes to the events. Many want the Birkie events to be big and successful yet still rooted in the local community.

DEMOGRAPHIC ATTRIBUTES

Table 5 summarizes the demographic attributes of the American Birkie Community Survey sample and select demographic attributes obtained from the US Census Bureau's American Community Survey (ACS) for the Town of Cable and the City of Hayward. Note that not all American Birkie Community Survey statistics are directly comparable to the ACS data due to a difference in response categories. Therefore, some differences discussed below are based on the SRC's best estimate of the comparability between the three datasets.

Gender

About 37% of the Birkie Community Survey respondents identified their gender as female, while 58% identified as male. The rest of the respondents selected "prefer not to say" (5%). The ACS data for Cable shows that the population of the city is 55% female and 45% male while the ACS data for Hayward shows that the population of the city is 50% female and 50% male. The Birkie Community Survey underrepresented female residents and overrepresented male residents (18 years of age or older).

Age

According to the ACS estimates, the survey underrepresented residents of both the Town of Cable and the City of Hayward who are younger than 35 years old. Similarly, the survey overrepresented residents of both localities that are 65 and older. Respondents 65 years of age or older represent the largest age group in the survey sample, with 56% of all respondents in this age group.

Children in Household

About 89% of respondents do not have any children in the household. This may include respondents who do not have children or do have children who do not live in the same household as them (e.g., seniors). Nonetheless, they comprise a large proportion of the survey sample. The ACS estimates that 90% of households in the Town of Cable and 80% of the households in the City of Hayward have no children under the age of 18.

Household Income

According to the ACS, the median household income is \$54,016 in the Town of Cable and \$45,665 in the City of Hayward (in 2024 dollars). That is, 50% of residents have annual household incomes below these amounts and 50% have incomes above that amount. The survey overrepresented higher income households in both localities. About 55% of survey respondents have household incomes of \$100k or higher, compared to about one-in-five or fewer residents of Cable and Hayward.

Length of Residence

The ACS does not track the number of years people live in locality. For this reason, there is no ACS data to compare to the American Birkie Community Survey findings regarding length of residence in Cable or Hayward. About 57% of Birkie Community Survey respondents have had a part-time or full-time residence in the area for more than 20 years.

Table 5. Demographic Attributes of American Birkebeiner Community Survey Respondents								
Gender	Count	Male	Female	Non-Binary	Prefer not say	Prefer self-describe		
Survey Respondents	156	58%	37%	0%	5%	0%		
Town of Cable (18+)	712	45%	55%					
Hayward City (18+)	2,067	50%	50%					
Age	Count	18 – 24	25 – 34	35 – 44	45 – 54	55 – 64	65+	
Survey Respondents	147	0%	3%	7%	13%	21%	56%	
Town of Cable (18+)	712	2%	6%	10%	8%	19%	38%	
Hayward City (18+)	2,067	7%	14%	13%	10%	18%	19%	
Children in Household	Count	0	1	2	3+	4+		
Survey Respondents	152	89%	3%	5%	2%	1%		
Town of Cable	433	90%		-10%-				
Hayward City	1,271	80%		-20%-				
Household Income	Count	Under \$25K	\$25K - \$49.9K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K - \$149.9K	\$150K - \$199.9K	≥\$200K
Survey Respondents	112	1%	9%	21%	14%	24%	12%	19%
Town of Cable	433	17%	26%	28%	9%	13%	2%	4%
Hayward City	1,271	31%	23%	13%	16%	12%	2%	3%
Length of Residence	Count	<1 Year	1 to 5 Years	6 to 10 Years	11 to 20 Years	>20 Years		
Survey Respondents	156	0%	10%	16%	17%	57%		

SURVEY RESULTS BY DEMOGRAPHIC ATTRIBUTES

In this section, we present the comparisons between residents in different demographic groups in their responses to survey questions. Comparisons include female vs. male residents, seniors vs. younger residents, lower vs. higher income households, and long-term vs. shorter term residents. Note that in the tables of results, rounding of the numbers to the nearest whole number may lead to slight discrepancies in the calculated differences. In addition, blank cells indicate too few responses to run statistical tests.

Female vs. Male Residents

Tables 12.1-12.3 (on the next few pages) show the results of statistical analysis comparing female residents to male residents. Blue highlighted rows indicate that the difference in survey response is statistically significant.

While both female and male residents broadly engage with and recognize the value of Birkie-hosted events, trails, and facilities, their perceptions diverge on personal wellbeing, community integration, economic development priorities, and outdoor recreation preferences. In terms of personal wellbeing, female residents report a more positive impact on their mental health due to Birkie events and facilities than male residents do. Specifically, 58% of women surveyed noted a positive or very positive impact on their mental health compared to only 40% of men, a statistically significant 18% difference. While other areas of wellbeing, like quality of life and physical health, also leaned more positive for women, mental health represents the most significant divergence in personal impact of Birkie events and facilities.

Regarding broader community and economic contributions, female residents consistently exhibit more positive community outcomes. A substantial 78% of female respondents agree that these events and facilities contribute to their community's culture and way of life, compared to 56% of male respondents. Furthermore, women are statistically more likely to believe that Birkie events and facilities have successfully created job opportunities in the area, with 76% of females in agreement compared to 60% of males.

When asked to recommend changes to boost the Birkie's local impact, the desire for "More Living Wage Jobs" emerged as the single largest point of divergence between the genders. Nearly half of the female respondents (47%) prioritized this recommendation, whereas less than a quarter of male respondents (22%) selected it, highlighting a statistically significant 25% discrepancy and a clear focus among women on job quality over simple job quantity. In addition, female residents heavily favor pedestrian-oriented and human-powered activities, showing significantly higher participation rates in walking or dog walking (40% vs. 22%) and snowshoeing (18% vs. 7%). Conversely, male respondents participate at much higher rates in traditional or motorized sports, exceeding female participation in hunting (35% vs. 6%), fishing or ice fishing (42% vs. 26%), and snowmobiling (16% vs. 2%).

Table 12.1. Difference between Females and Males				
Variable	Indicator	Females	Males	Difference
Participation in Birkie-Hosted Events in Average Year/Past 12 Months				
Frequency of Participation/Utilization Birkie Events, Trails, Facilities	% Once/Year or More	64%	56%	8%
Attend/Participate in Birkie-Hosted Event	% Yes	45%	38%	7%
Number of Birke-Hosted Events Attended	% 1 or 2	60%	50%	10%
Role(s) in the Birkie-Hosted Events				
Coach	% Selected	4%	3%	0%
Medical Staff	% Selected	0%	5%	-5%
Participant	% Selected	11%	17%	-6%
Race Organizer/Director	% Selected	2%	2%	0%
Spectator	% Selected	36%	26%	11%
Sponsor	% Selected	-	-	-
Volunteer	% Selected	22%	19%	3%
None of the Above	% Selected	2%	0%	2%
Economic Impact of the Birkie, Trails, Facilities, and Events on...				
Your Household	% Very Positive + Positive	29%	31%	-2%
Your Local Community	% Very Positive + Positive	94%	88%	7%
The State of Wisconsin	% Very Positive + Positive	91%	80%	11%
Impact of the Birkie, Trails, Facilities, and Events on Measures of Your Wellbeing				
Quality of Life	% Very Positive + Positive	55%	43%	12%
Physical Health	% Very Positive + Positive	51%	37%	14%
Mental Health	% Very Positive + Positive	58%	40%	18%
Overall Wellbeing	% Very Positive + Positive	56%	40%	15%

Table 12.2. Difference between Females and Males				
Variable	Indicator	Females	Males	Difference
Agreement with Statements About the Birkie, Trails, Facilities, Events				
Have created job opportunities in the area	% Strongly Agree + Agree	76%	60%	16%
Have led to higher property values in the area	% Strongly Agree + Agree	55%	52%	3%
Have improved standard of living (e.g., higher wages) in my community	% Strongly Agree + Agree	25%	27%	-2%
Generate a lot of tourism spending in the area	% Strongly Agree + Agree	82%	78%	4%
Generate a lot of positive tourism in the area	% Strongly Agree + Agree	82%	71%	11%
Have brought new businesses to the area	% Strongly Agree + Agree	46%	35%	11%
Have increased funding for public services (e.g., sanitation, police, EMT)	% Strongly Agree + Agree	24%	20%	4%
Have led to improved infrastructure (e.g., roads, highways)	% Strongly Agree + Agree	18%	20%	-2%
Are part of the reason I choose to have a residence in the area	% Strongly Agree + Agree	24%	23%	1%
Contribute to my community's culture and way of life	% Strongly Agree + Agree	78%	56%	22%
Create opportunities for me to socialize with other community members	% Strongly Agree + Agree	55%	40%	14%
Increase my exposure to people and cultures from other parts of the world	% Strongly Agree + Agree	51%	42%	9%
Extent to Which Birkie, Trails, Facilities, and Events Increased Awareness of Cable-Hayward				
Extent of Increased Awareness of Cable-Hayward Compared to Similar Communities	% A lot + Moderately	76%	65%	11%
Top 3 Changes Recommended to Improve Impact of Birkie Events on Community				
Better Infrastructure	% Selected	22%	28%	-6%
More Environmental Conservation Practices	% Selected	18%	12%	6%
Preservation of Rural Character	% Selected	38%	45%	-7%
More Investment in Local Businesses	% Selected	45%	46%	-1%
Greater Outreach to Local Residents	% Selected	36%	42%	-5%
More Living Wage Jobs	% Selected	47%	22%	25%
Increased Education to Visitors About the Culture and History of the Community	% Selected	16%	21%	-5%
Improved Waste Management	% Selected	5%	4%	1%
Improved Public Services (e.g., police, fire department, EMT, etc.)	% Selected	33%	27%	6%

Table 12.3. Difference between Females and Males				
Variable	Indicator	Females	Males	Difference
Forms of Outdoor Recreation Most Often Participate In and Enjoy				
ATV/UTV	% Selected	15%	15%	0%
Birding	% Selected	6%	6%	0%
Biking (fat biking, mountain biking, road biking)	% Selected	33%	33%	0%
Cross Country Skiing	% Selected	31%	25%	6%
Downhill Skiing/Snowboarding	% Selected	4%	2%	1%
Fishing/Ice Fishing	% Selected	26%	42%	-16%
Golfing	% Selected	16%	18%	-2%
Hiking or Backpacking	% Selected	33%	19%	14%
Hunting	% Selected	6%	35%	-29%
Kayaking/Canoeing	% Selected	26%	17%	9%
Pickleball	% Selected	5%	2%	3%
Running	% Selected	5%	3%	2%
Snowmobiling	% Selected	2%	16%	-14%
Snowshoeing	% Selected	18%	7%	11%
Tennis	% Selected	2%	1%	1%
Walking/Dog Walking	% Selected	40%	22%	18%
Waterskiing/Wakeboarding	% Selected	4%	2%	1%

Seniors vs. Younger Community Members

Tables 13.1-13.3 (on the next few pages) show the results of statistical analysis comparing senior residents (age 65+) to younger residents. Blue highlighted rows indicate that the difference in survey response is statistically significant.

Several key statistically significant results were found. In terms of direct engagement, younger residents display a substantially higher level of active involvement with Birkie-hosted events, trails, and facilities. Specifically, younger community members are significantly more likely to have attended or participated in a Birkie-hosted event within the past 12 months compared to seniors (52% vs. 33%, an 18% difference). This generational gap is further reflected in their self-identified roles, with younger respondents being far more likely to explicitly engage as active event participants rather than spectators or volunteers.

The social value and broader community perception of Birkie initiatives also highlight important differences. Younger residents strongly associate Birkie events and infrastructure with local connectivity, as 58% agree that these assets create opportunities to socialize with other community members, compared to only 37% of seniors. However, seniors place a much higher emphasis on Birkie's role in regional visibility and external marketing. A substantial 77% of seniors believe that Birkie events and facilities have moderately or greatly increased awareness of the Cable-Hayward area compared to similar communities, compared to only 61% of younger residents.

When considering future recommendations to maximize the community impact of the Birkie, seniors focus more heavily on local infrastructure and logistical management. Senior respondents are twice as likely as younger members to advocate for "better infrastructure" as a top-three priority change. Additionally, seniors are significantly more likely to prioritize "improved waste management" than their younger counterparts, indicating that older residents are more sensitive to the strain that large-scale events may place on local municipal services and environment.

Finally, the analysis shows important divisions in how these two demographics utilize the local outdoor environment for recreation. Younger community members gravitate toward physically intensive, trail-based sports, showing significantly higher participation rates in biking and cross-country skiing. Conversely, senior residents exhibit a statistically stronger preference for lower-impact leisure activities, demonstrating higher engagement in golfing and birding. In summary, these findings suggest that while younger residents deeply value the Birkie for direct athletic participation and social networking, seniors appreciate its regional economic visibility while remaining more sensitive to the structural and operational demands placed on the community.

Table 13.1. Difference between Seniors and Younger Community Members				
Variable	Indicator	Seniors	Younger Members	Difference
Participation in Birkie-Hosted Events in Average Year/Past 12 Months				
Frequency of Participation/Utilization Birkie Events, Trails, Facilities	% Once/Year or More	54%	67%	-13%
Attend/Participate in Birkie-Hosted Event	% Yes	33%	52%	-18%
Number of Birke-Hosted Events Attended	% 1 or 2	62%	49%	13%
Role(s) in the Birkie-Hosted Events				
Coach	% Selected	1%	6%	-5%
Medical Staff	% Selected	3%	3%	-1%
Participant	% Selected	8%	23%	-16%
Race Organizer/Director	% Selected	0%	5%	-5%
Spectator	% Selected	24%	38%	-13%
Sponsor	% Selected	-	-	-
Volunteer	% Selected	17%	25%	-8%
None of the Above	% Selected	1%	0%	1%
Economic Impact of the Birkie, Trails, Facilities, and Events on...				
Your Household	% Very Positive + Positive	33%	28%	5%
Your Local Community	% Very Positive + Positive	95%	86%	9%
The State of Wisconsin	% Very Positive + Positive	89%	78%	11%
Impact of the Birkie, Trails, Facilities, and Events on Measures of Your Wellbeing				
Quality of Life	% Very Positive + Positive	44%	53%	-10%
Physical Health	% Very Positive + Positive	36%	52%	-16%
Mental Health	% Very Positive + Positive	42%	55%	-13%
Overall Wellbeing	% Very Positive + Positive	42%	52%	-10%

Table 13.2. Difference between Seniors and Younger Community Members				
Variable	Indicator	Seniors	Younger Members	Difference
Agreement with Statements About the Birkie, Trails, Facilities, Events				
Have created job opportunities in the area	% Strongly Agree + Agree	69%	62%	7%
Have led to higher property values in the area	% Strongly Agree + Agree	49%	59%	-11%
Have improved standard of living (e.g., higher wages) in my community	% Strongly Agree + Agree	24%	30%	-5%
Generate a lot of tourism spending in the area	% Strongly Agree + Agree	83%	75%	8%
Generate a lot of positive tourism in the area	% Strongly Agree + Agree	81%	68%	13%
Have brought new businesses to the area	% Strongly Agree + Agree	36%	44%	-8%
Have increased funding for public services (e.g., sanitation, police, EMT)	% Strongly Agree + Agree	25%	19%	6%
Have led to improved infrastructure (e.g., roads, highways)	% Strongly Agree + Agree	17%	23%	-7%
Are part of the reason I choose to have a residence in the area	% Strongly Agree + Agree	18%	30%	-12%
Contribute to my community's culture and way of life	% Strongly Agree + Agree	68%	63%	5%
Create opportunities for me to socialize with other community members	% Strongly Agree + Agree	37%	58%	-21%
Increase my exposure to people and cultures from other parts of the world	% Strongly Agree + Agree	40%	53%	-13%
Extent to Which Birkie, Trails, Facilities, and Events Increased Awareness of Cable-Hayward				
Extent of Increased Awareness of Cable-Hayward Compared to Similar Communities	% A lot + Moderately	77%	61%	16%
Top 3 Changes Recommended to Improve Impact of Birkie Events on Community				
Better Infrastructure	% Selected	33%	16%	18%
More Environmental Conservation Practices	% Selected	18%	11%	7%
Preservation of Rural Character	% Selected	41%	42%	-1%
More Investment in Local Businesses	% Selected	49%	42%	7%
Greater Outreach to Local Residents	% Selected	33%	48%	-15%
More Living Wage Jobs	% Selected	32%	33%	-1%
Increased Education to Visitors About the Culture and History of the Community	% Selected	18%	20%	-2%
Improved Waste Management	% Selected	9%	0%	9%
Improved Public Services (e.g., police, fire department, EMT, etc.)	% Selected	32%	27%	6%

Table 13.3. Difference between Seniors and Younger Community Members				
Variable	Indicator	Seniors	Younger Members	Difference
Forms of Outdoor Recreation Most Often Participate In and Enjoy				
ATV/UTV	% Selected	18%	9%	9%
Birding	% Selected	10%	2%	9%
Biking (fat biking, mountain biking, road biking)	% Selected	26%	42%	-17%
Cross Country Skiing	% Selected	19%	37%	-18%
Downhill Skiing/Snowboarding	% Selected	1%	5%	-3%
Fishing/Ice Fishing	% Selected	41%	28%	13%
Golfing	% Selected	24%	9%	15%
Hiking or Backpacking	% Selected	24%	27%	-2%
Hunting	% Selected	18%	30%	-12%
Kayaking/Canoeing	% Selected	20%	20%	0%
Pickleball	% Selected	4%	3%	1%
Running	% Selected	0%	9%	-9%
Snowmobiling	% Selected	10%	9%	1%
Snowshoeing	% Selected	14%	8%	6%
Tennis	% Selected	0%	3%	-3%
Walking/Dog Walking	% Selected	24%	36%	-12%
Waterskiing/Wakeboarding	% Selected	1%	5%	-3%

Lower vs. Higher Income Households

Tables 14.1-14.3 (on the next few pages) show the results of statistical analysis comparing lower-income households (annual income<\$100k) to higher-income households (annual income \$100k+). Unlike the distinctions observed in gender and age comparisons, socioeconomic status does not serve as a primary dividing line for how local residents perceive the Birkie's community contributions, household impacts, or future development goals. Across nearly all metrics, households across the income spectrum share a statistically similar outlook on the organization's regional footprint. Almost all differences are small and not statistically significant.

This broad consensus is especially evident in residents' assessments of economic and personal wellbeing impacts. For example, exactly 90% of both lower and higher-income households view the overall impact of Birkie events and facilities on their local community as positive or very positive, and their evaluations of its impact on the State of Wisconsin are comparably high at 88% and 82%, respectively. This shared positivity carries over into measures of personal wellbeing, where there are no statistically significant differences in how the two groups rate the contributions of Birkie events and facilities to their quality of life, physical health, mental health, or overall wellbeing.

The single statistically significant difference relates to the residents' outdoor recreation habits. Higher-income households participate in biking (fat biking, mountain biking, and road biking) at a substantially higher rate than lower-income households (46% vs. 26%). Aside from this specific divergence in cycling participation, which may speak to the financial barriers of specialized sporting equipment, the report data demonstrates that the Birkie's perceived value and local community footprint are remarkably uniform across household income levels.

Table 14.1. Difference between Lower and Higher Income Households				
Variable	Indicator	<\$100K	≥\$100K	Difference
Participation in Birkie-Hosted Events in Average Year/Past 12 Months				
Frequency of Participation/Utilization Birkie Events, Trails, Facilities	% Once/Year or More	59%	62%	-3%
Attend/Participate in Birkie-Hosted Event	% Yes	45%	49%	-4%
Number of Birke-Hosted Events Attended	% 1 or 2	52%	53%	-1%
Role(s) in the Birkie-Hosted Events				
Coach	% Selected	2%	5%	-3%
Medical Staff	% Selected	0%	7%	-7%
Participant	% Selected	14%	20%	-6%
Race Organizer/Director	% Selected	2%	3%	-1%
Spectator	% Selected	29%	38%	-8%
Sponsor	% Selected	-	-	-
Volunteer	% Selected	24%	25%	-1%
None of the Above	% Selected	2%	0%	2%
Economic Impact of the Birkie, Trails, Facilities, and Events on...				
Your Household	% Very Positive + Positive	33%	31%	2%
Your Local Community	% Very Positive + Positive	90%	90%	0%
The State of Wisconsin	% Very Positive + Positive	88%	82%	6%
Impact of the Birkie, Trails, Facilities, and Events on Measures of Your Wellbeing				
Quality of Life	% Very Positive + Positive	55%	51%	4%
Physical Health	% Very Positive + Positive	46%	48%	-2%
Mental Health	% Very Positive + Positive	56%	49%	7%
Overall Wellbeing	% Very Positive + Positive	55%	49%	6%

Table 14.2. Difference between Lower and Higher Income Households				
Variable	Indicator	<\$100K	≥\$100K	Difference
Agreement with Statements About the Birkie, Trails, Facilities, Events				
Have created job opportunities in the area	% Strongly Agree + Agree	71%	64%	7%
Have led to higher property values in the area	% Strongly Agree + Agree	53%	62%	-9%
Have improved standard of living (e.g., higher wages) in my community	% Strongly Agree + Agree	25%	34%	-9%
Generate a lot of tourism spending in the area	% Strongly Agree + Agree	80%	75%	5%
Generate a lot of positive tourism in the area	% Strongly Agree + Agree	78%	72%	7%
Have brought new businesses to the area	% Strongly Agree + Agree	47%	43%	4%
Have increased funding for public services (e.g., sanitation, police, EMT)	% Strongly Agree + Agree	28%	22%	6%
Have led to improved infrastructure (e.g., roads, highways)	% Strongly Agree + Agree	22%	21%	0%
Are part of the reason I choose to have a residence in the area	% Strongly Agree + Agree	22%	28%	-6%
Contribute to my community's culture and way of life	% Strongly Agree + Agree	65%	71%	-6%
Create opportunities for me to socialize with other community members	% Strongly Agree + Agree	49%	56%	-7%
Increase my exposure to people and cultures from other parts of the world	% Strongly Agree + Agree	53%	49%	4%
Extent to Which Birkie, Trails, Facilities, and Events Increased Awareness of Cable-Hayward				
Extent of Increased Awareness of Cable-Hayward Compared to Similar Communities	% A lot + Moderately	74%	72%	2%
Top 3 Changes Recommended to Improve Impact of Birkie Events on Community				
Better Infrastructure	% Selected	18%	33%	-15%
More Environmental Conservation Practices	% Selected	22%	10%	12%
Preservation of Rural Character	% Selected	37%	39%	-2%
More Investment in Local Businesses	% Selected	39%	49%	-10%
Greater Outreach to Local Residents	% Selected	41%	44%	-3%
More Living Wage Jobs	% Selected	39%	29%	10%
Increased Education to Visitors About the Culture and History of the Community	% Selected	16%	23%	-7%
Improved Waste Management	% Selected	4%	7%	-3%
Improved Public Services (e.g., police, fire department, EMT, etc.)	% Selected	35%	25%	11%

Table 14.3. Difference between Lower and Higher Income Households				
Variable	Indicator	<\$100K	≥\$100K	Difference
Forms of Outdoor Recreation Most Often Participate In and Enjoy				
ATV/UTV	% Selected	13%	12%	-1%
Birding	% Selected	4%	8%	-4%
Biking (fat biking, mountain biking, road biking)	% Selected	26%	46%	-20%
Cross Country Skiing	% Selected	28%	33%	-5%
Downhill Skiing/Snowboarding	% Selected	2%	3%	-1%
Fishing/Ice Fishing	% Selected	31%	33%	-1%
Golfing	% Selected	14%	23%	-9%
Hiking or Backpacking	% Selected	28%	25%	3%
Hunting	% Selected	24%	25%	-1%
Kayaking/Canoeing	% Selected	22%	21%	0%
Pickleball	% Selected	2%	3%	-1%
Running	% Selected	4%	3%	1%
Snowmobiling	% Selected	8%	13%	-5%
Snowshoeing	% Selected	20%	8%	11%
Tennis	% Selected	2%	0%	2%
Walking/Dog Walking	% Selected	35%	25%	11%
Waterskiing/Wakeboarding	% Selected	0%	7%	-7%

Longer-Term vs. Shorter-Term Residents

Tables 15.1-15.3 (on the next few pages) show the results of statistical analysis comparing longer term residents (over 20 years) and shorter-term residents (20 years or less) of the Cable-Hayward area. Several differences are statistically significant and are highlighted in blue.

Shorter-term residents demonstrate a substantially higher level of direct engagement and utilization of Birkie assets compared to their longer-term neighbors. Specifically, shorter-term community members are significantly more likely to utilize Birkie events, trails, and facilities at least once a year and attend or participate in Birkie-hosted events. This extends to their roles during events, as shorter-term residents participate much more frequently as active participants and coaches.

This higher rate of active engagement among shorter-term residents correlates directly with a stronger reported boost to personal wellbeing and a deeper connection to the local area. Shorter-term residents are significantly more likely to report positive or very positive impacts from Birkie events and facilities on their physical health, mental health, and overall wellbeing. Furthermore, these newer community members strongly tie the Birkie to their social integration and residential choices. A substantial 60% of shorter-term residents agree that Birkie events and facilities create opportunities to socialize with other community members compared to just 34% of long-term residents, and they are twice as likely to agree that the Birkie is part of the reason they choose to maintain a residence in the area.

In contrast, longer-term residents exhibit a more reserved outlook on personal benefits, focusing instead on the logistical and safety strain Birkie events and facilities place on the local community. When evaluating recommendations to improve the community impact of Birkie events, long-term residents are significantly more likely to prioritize the improvement of public services, such as police, fire department, and EMT support, compared to shorter-term residents. This suggests that residents who have lived in the area for over two decades are more mindful of how large-scale regional events impact community safety resources and municipal infrastructure.

The type of outdoor recreation activities each group participates in shows distinct lifestyle preferences on local trails and facilities. Shorter-term residents participate at roughly double the rate of longer-term residents in high-intensity trail sports, including biking and cross-country skiing. On the other hand, long-term residents show a small but statistically significant preference for pickleball. Taken together, these findings indicate that while shorter-term residents are heavily invested in Birkie as a cornerstone of their physical recreation, social lives, and reason for residency, longer-term residents approach the foundation with a perspective that prioritizes municipal readiness and public safety.

Table 15.1. Difference between Longer and Shorter-Term Residents				
Variable	Indicator	>20 Years	≤20 Years	Difference
Participation in Birkie-Hosted Events in Average Year/Past 12 Months				
Frequency of Participation/Utilization Birkie Events, Trails, Facilities	% Once/Year or More	50%	71%	-21%
Attend/Participate in Birkie-Hosted Event	% Yes	31%	51%	-19%
Number of Birke-Hosted Events Attended	% 1 or 2	63%	48%	15%
Role(s) in the Birkie-Hosted Events				
Coach	% Selected	0%	8%	-8%
Medical Staff	% Selected	1%	5%	-4%
Participant	% Selected	7%	25%	-18%
Race Organizer/Director	% Selected	1%	3%	-2%
Spectator	% Selected	26%	32%	-7%
Sponsor	% Selected	-	-	-
Volunteer	% Selected	15%	26%	-11%
None of the Above	% Selected	1%	0%	1%
Economic Impact of the Birkie, Trails, Facilities, and Events on...				
Your Household	% Very Positive + Positive	31%	28%	4%
Your Local Community	% Very Positive + Positive	88%	89%	-1%
The State of Wisconsin	% Very Positive + Positive	81%	81%	0%
Impact of the Birkie, Trails, Facilities, and Events on Measures of Your Wellbeing				
Quality of Life	% Very Positive + Positive	41%	52%	-12%
Physical Health	% Very Positive + Positive	34%	52%	-17%
Mental Health	% Very Positive + Positive	38%	55%	-17%
Overall Wellbeing	% Very Positive + Positive	36%	54%	-18%

Table 15.2. Difference between Longer and Shorter-Term Residents				
Variable	Indicator	>20 Years	≤20 Years	Difference
Agreement with Statements About the Birkie, Trails, Facilities, Events				
Have created job opportunities in the area	% Strongly Agree + Agree	61%	69%	-8%
Have led to higher property values in the area	% Strongly Agree + Agree	56%	48%	8%
Have improved standard of living (e.g., higher wages) in my community	% Strongly Agree + Agree	27%	23%	4%
Generate a lot of tourism spending in the area	% Strongly Agree + Agree	74%	83%	-9%
Generate a lot of positive tourism in the area	% Strongly Agree + Agree	71%	77%	-6%
Have brought new businesses to the area	% Strongly Agree + Agree	37%	37%	0%
Have increased funding for public services (e.g., sanitation, police, EMT)	% Strongly Agree + Agree	21%	20%	1%
Have led to improved infrastructure (e.g., roads, highways)	% Strongly Agree + Agree	19%	19%	0%
Are part of the reason I choose to have a residence in the area	% Strongly Agree + Agree	15%	32%	-17%
Contribute to my community's culture and way of life	% Strongly Agree + Agree	61%	65%	-4%
Create opportunities for me to socialize with other community members	% Strongly Agree + Agree	34%	60%	-26%
Increase my exposure to people and cultures from other parts of the world	% Strongly Agree + Agree	42%	45%	-3%
Extent to Which Birkie, Trails, Facilities, and Events Increased Awareness of Cable-Hayward				
Extent of Increased Awareness of Cable-Hayward Compared to Similar Communities	% A lot + Moderately	65%	68%	-3%
Top 3 Changes Recommended To Improve Impact of Birkie Events on Community				
Better Infrastructure	% Selected	24%	25%	0%
More Environmental Conservation Practices	% Selected	14%	15%	-1%
Preservation of Rural Character	% Selected	43%	38%	5%
More Investment in Local Businesses	% Selected	48%	42%	6%
Greater Outreach to Local Residents	% Selected	35%	46%	-11%
More Living Wage Jobs	% Selected	31%	31%	1%
Increased Education to Visitors About the Culture and History of the Community	% Selected	20%	19%	1%
Improved Waste Management	% Selected	7%	3%	4%
Improved Public Services (e.g., police, fire department, EMT, etc.)	% Selected	35%	20%	15%

Table 15.3. Difference between Longer and Shorter-Term Residents				
Variable	Indicator	>20 Years	≤20 Years	Difference
Forms of Outdoor Recreation Most Often Participate In and Enjoy				
ATV/UTV	% Selected	14%	14%	0%
Birding	% Selected	7%	5%	2%
Biking (fat biking, mountain biking, road biking)	% Selected	23%	43%	-20%
Cross Country Skiing	% Selected	19%	39%	-20%
Downhill Skiing/Snowboarding	% Selected	2%	3%	-1%
Fishing/Ice Fishing	% Selected	40%	29%	10%
Golfing	% Selected	20%	12%	8%
Hiking or Backpacking	% Selected	26%	28%	-2%
Hunting	% Selected	26%	19%	7%
Kayaking/Canoeing	% Selected	20%	23%	-3%
Pickleball	% Selected	6%	0%	6%
Running	% Selected	2%	8%	-5%
Snowmobiling	% Selected	9%	11%	-2%
Snowshoeing	% Selected	12%	9%	2%
Tennis	% Selected	1%	1%	0%
Walking/Dog Walking	% Selected	30%	29%	1%
Waterskiing/Wakeboarding	% Selected	5%	0%	5%

OPEN-ENDED COMMENTS

They should use some of the ski trails for more than a one year event, meaning not just for skiers. Those trails are more useful to other sports than just skiers. More revenue could be made if they used the trails for some snowmobile events or ATV/UTV events, etc.

It is one of several events that has put little Hayward, WI on the map.

I feel that you are doing a great job. I may not use these facilities, but I do see the importance of them to the community. I have used the trails in the past and they were great. The additions of the bridge over Hwy 77 and Hwy 63 on Main Street really improved the impact to residents. The economic boom that this brings to the community is greatly appreciated.

Expanding to 3-4 days has added more stress to residents' everyday lives.

I am a resident for 3 seasons only, here for the lake and rural experience and beautiful weather. I am nearly 80 years old. I have my knee replaced and am now in great shape so I can X-C ski and mountain bike again. However, I do not know how rugged these trails are. Are there gentle loops for us older folks? More information and opportunity for locals would be good.

While I think during the two-week period in February there is an influx of people to our area, I am not sure the Birkie helps our local year-round residents.

I am done with the Birkie. I have purchased annual passes since 2012 but did not this year due to your prioritization of Telemark and event grooming over grooming the rest of the trail; your inability to communicate where track has been set; your unwillingness to set track across the system; and our non-stop event schedule.

I was only there once back when you had golf.

I feel the entry fees for the Birkie events are too high. I have heard the same concerns from other skiers as well as comments within the community that the Birkie has become 'all about the money'. I do not feel the entry fee for the Kortelopet and especially the Prince Haakon should be the same as the full race. Thank you.

I hate the Birkie.

The Birkie is a great event for our community. The economic impact during the winter months is a Godsend for the Hayward/Cable communities. The Birkie is a wonderful festive event bringing the locals and visitors together.

We are hoping that there will be a swimming pool for laps/exercise, for year-round resident use.

Birkie is its own community and if you are not part of it, you are not part of it.

Bike rental opportunities are great and lodging accommodations.

My family avoids town at all costs during the Birkie.

This will be our second year in the Hayward area. Last year we were not happy that when the several days of events came through Hayward that it closed off many main streets and access to business for us residents. Also, funding from these events do not help support our public services folks who have to manage the influx of visitors.

It is a fantastic event that brings people from around the world for many years. I hope it can continue for many more years.

For me and many native residents these events have grown way beyond a wholesome experience. The elitist attitude of the corporate leaders is sickening. The folks that this event draws are becoming more and more made up of cheap, self-centered people. More and more of our local residents avoid the events completely and are very upset about the overall disruption to our lives and routines. Many tolerated the disruption when the event was more friendly and wholesome, now, with the growing elitism and self-serving corporate character of the event along with greater percentage of unfriendly, ungrateful visitors the event draws, many are done with it.

The most impactful part is that these trails, facilities and events bring people together. That is great for this community on so many levels. Leaning into that more would not be a bad idea. Maybe a sauna and/or game room?

I appreciate the ABSF promotion of silent sports, healthy lifestyles, and activities. It brings diversity and progressiveness to our community.

I would like Telemark to be open for snow tubing.

Thank you.

There was a time when the Birkie and Birkie Event were run and managed by the local community and its members. It now appears to be managed by outsiders and local community ties have become blurred. The focus has become to raise more and more money, increased development of property, events, staff, and big business with an unstated mission to become as BIG as possible. (Sounds like the non-profit NFL). As with other development of small communities across the country, people who come to use and move to a place because of quaintness and quietness of life, just end up bringing the garbage they wanted to get away from with them. I see the challenge and mission of this organization to find a balanced approach to maintain what made this area and people special in the first place. It is my opinion the foundation has gotten too big and is changing the social and economic landscape and needs to get back to the roots of what this event was truly all about. I ask three questions of the Birkie. 1. Who are you? 2. Where are you going? and 3. How are you going to get there? Thanks for the opportunity to share some of my thoughts and opinions.

It is a pain in the neck!

We moved here because of the CAMBA trails and the Birkie trail system and things have only gotten better. I love that there are now downhill mountain bikers coming to the trails at Mt. Telemark; that a whole other group of athletes are also being served by these trails now. It is great to see all these people at the HUB, and I love that Backroads is out there and also at OO sometimes.

It has been one humiliation after the next to care for the participants, picking up the adult diapers and messy rooms (from a housekeeper's perspective) and has been a sad time waiting to serve real food to people that live off of ketchup packets. Sure there's a bridge on 77 now, but that is literally the only thing constructive in the community and to be real, people don't even use it unless it's strictly for the virtue, so it's not even useful for the locals the rest of the year.

They have not really impacted me, my family or business. In fact, it would be nice to know more. I rarely hear anything about Telemark, the trails, or facilities. I listen to the radio and have Facebook but rarely hear much about what is happening.

The event caters to the event, using our schools, roads, that are paid for with our tax dollars. Work is hugely disrupted for locals, and most leave or stay away from town if possible. The event is not a bad thing, taking over the town is.

Promote Cable businesses, not Hayward. Busing folks away from Cable does nothing for the community.

We would like to express our sincere gratitude to the Birkie leadership and staff for their hard work. While Mt. Telemark is an impressive facility, we believe the organization's highest priority must become the meticulous grooming and protection of our county and state forest trails. Success lies in striking a balance where the commitment to the entire trail system is never compromised by facility expansion. There is a need to prioritize quality over quantity. By narrowing the volume of events, the organization can better focus on its highest priorities: meticulous grooming and the protection of our county and state forests. Striking a balance between facility growth and sustainable trail stewardship is critical. People will not choose to live near the trail system without this commitment.

More events featuring the town of Cable.

Our home was involved with housing for the Birkie skiers for many years. We hosted people from other countries and made sure that we gave them a sense of how the Birkebeiner commits to helping others in different areas of their housing and also accommodating many of our guests with the attitude of kindness and support.

The Birkie and CAMBA trails have been very important to encourage people to get outside, enjoy some exercise, and get together with friends. Young people need this especially. We all do, no matter the age or level of fitness.

Survey sums it up well. Birkie is crucial to the local economy and culture.

I have a Florida residence and spend my winter months there. Sorry, I do miss being a part of the Birkie but love the warm weather!

We need more community housing since many houses are used for participant rentals.

We started coming to Hayward/Cable area 47 years ago and eventually moved to the town of Lenroot, building a new house and buying wooded properties. The Birkie was our first experience along with the Gitchi Gami Games. Now our daughter's family has moved here and purchased a home with our three grandchildren attending the Hayward Public Schools. She was introduced to the BarneBirkie at age six and flourished in the ski culture. They love the new Mt. Telemark Village, the MTB Trails, and the climb to the lookout tower. The combined experience of the Birkie, Mt. Telemark Village Trails, Facilities, and Events has provided me with a lifetime of good friends and outdoor experiences. It has been what motivates me to live a healthy lifestyle year after year and event after event. Psychologically, it has been a true guiding North Star for me personally and for everyone I know in our community.

I am proud to have the Birkie ski races in Hayward. They are a big boost to the area. I am proud to be a resident of Hayward area.

It may be good for the community; however, it seems to grow and grow, and I tend to not want to go into town that week.