



RUSK COUNTY, WISCONSIN

SUCCESS STRATEGIES

Authentic Qualities		Drivers of Progress	
Core Assets	Strengths	Development Priorities	Destination Vision
<ul style="list-style-type: none"> ■ Canoeing and kayaking ■ Fishing ■ Hunting ■ Small Town Festivals ■ Historical (train, museum, logging) ■ Flambeau Mine site ■ Winter Sports ■ Number and Quality of Rivers 	<ul style="list-style-type: none"> ■ Wildlife and bird watching ■ Public land for hunting ■ Trail variety (water, hiking, biking, ATV, snowmobile) ■ Scenic beauty ■ Paddle sports ■ Fall color (Hardwoods) 	<ul style="list-style-type: none"> ■ Downtown Ladysmith revitalization ■ Greater retail and dining experiences ■ Family friendly attractions ■ Arts Incubation ■ Agri-tourism 	<ul style="list-style-type: none"> ■ Branded signs moving people around the county ■ Adequate marketing funds promoting a consistent brand ■ Connected county-wide trails ■ A county with positive motivated visionaries ■ Flambeau Mine regional visitor experience/ attraction