



2025
Annual
Report





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About SCC

2022

SCC was founded as a nonprofit organization in 2022 to promote all forms of cycling in Sheboygan County. Board members developed relationships with the City of Sheboygan, Sheboygan County, and Wisconsin Department of Natural Resources, committing to maintain existing trails and partner on trail improvements. Trail work at Evergreen and Quarry Parks in Sheboygan began, and SCC hosted the first annual SCC Classic WCA Cyclocross Race at Quarry Park in September.

2023

In 2023 SCC took over trail maintenance for Rocky Knoll in Plymouth and started winter grooming for fatbike riding. SCC hosted its first annual family Bike Festival in Sheboygan in June, and the Evergreen Trails improvement project was initiated. Funding was secured for the planning phase, and IMBA Trail Solutions conducted an on-site assessment at Evergreen Park in October.

2024

It was a year of tremendous growth for SCC, with nearly triple the revenue, more than 5500 hours logged by SCC volunteers (5x 2023), and 200 more kids enjoying SCC bike playgrounds. In Spring 2024 the IMBA concept plan was completed for Evergreen Park, and SCC rebranded and launched a new website. A funding campaign for Rocky Knoll flow trails was completed with construction planned for 2025.

2025

SCC hosted its 1st Hugh Jass winter fatbike race at Greenbush with Wheel & Sprocket, and hosted its 1st Annual Pedal Palooza fundraiser at 3 Sheeps Brewing in Sheboygan. Rocky Knoll trail building was completed in September with a grand opening planned for Spring 2026. The Evergreen Park trails concept plan was approved by the City of Sheboygan and trail designs are being prepared for approval in 2026.



Learn more about SCC and our Board of Directors →





Mission & Vision

Mission

Sheboygan County Cycling (SCC) is a 501(C)(3) not-for-profit organization whose mission is to promote all forms of cycling, for all people who live, work and play in Sheboygan County.

Vision

For Sheboygan County to be recognized as a location where cycling is ubiquitous, and its residents and visitors feel welcomed with safe, high-quality cycling experiences.

Core Activities

- Trail maintenance for Evergreen Park (Sheboygan), Rocky Knoll (Plymouth), and Greenbush (Glenbeulah) in Sheboygan County
- Partnering with municipalities and landowners for ongoing trail improvements in Sheboygan County
- Organized group rides (road and mountain bike) and social events
- Bicycle playgrounds and events to engage local youth
- Promoting cycling interest and tourism, including hosting a USA Cycling sanctioned cyclocross race



Learn about how to **join the fun** and support SCC →





Board of Directors & Staff



Brian Schwaller
PRESIDENT



Jeff Pitts
WESTERN TRAILS
LEAD



Carrie Kost
COMMUNICATIONS
LEAD



Nathaniel Darling
VICE PRESIDENT



Judd Baumann
EASTERN TRAILS
CO-LEADS



T.J. Thomas
COMMUNICATIONS



Fay Uraynar
TREASURER



Kyle Dulmes
EASTERN TRAILS
CO-LEAD



Drew Olenick
COMMUNICATIONS



Ross Ristow
SECRETARY



Jacob Meicher
EASTERN TRAILS



Kate Rexrode
ADMIN
ASSISTANT

Ross Ristow is stepping down from the Board in 2026 to focus on Eastern Trails. SCC is seeking a new Secretary, ideally with grant writing experience.

Learn more about SCC Board Members and how to **apply to join** our board →

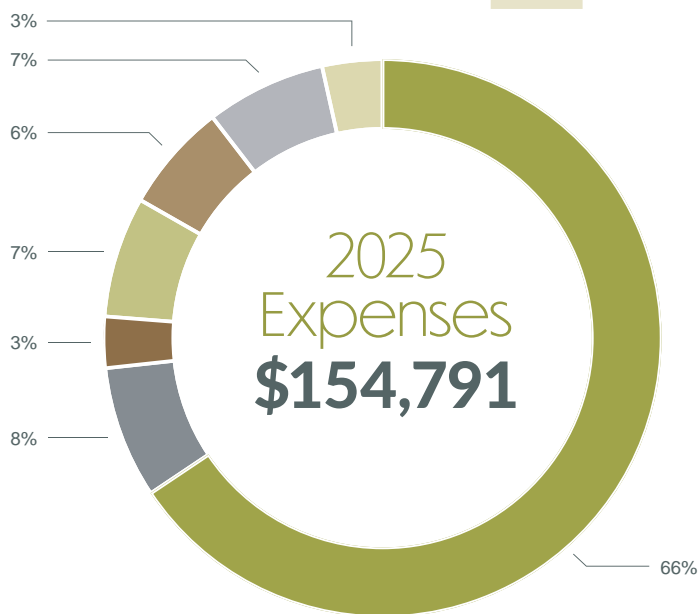
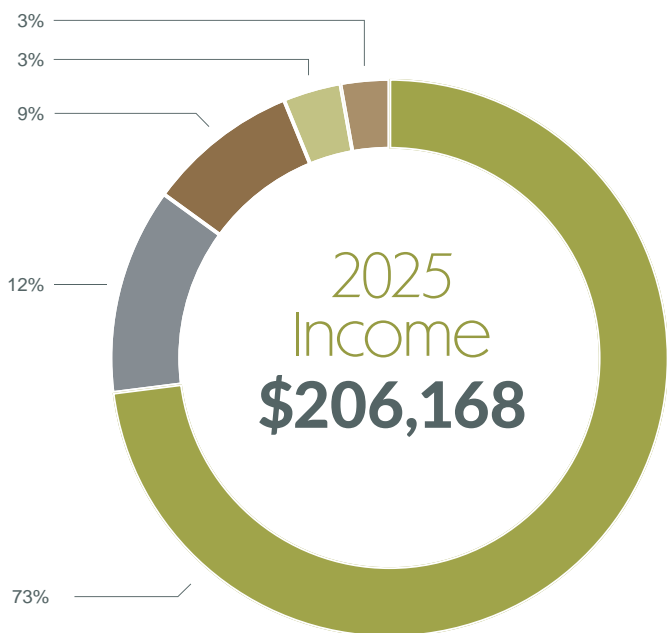




2025 Financials

SCC saw a 15.6% increase in revenue for 2025 compared to 2024, including a 15% boost in grants and gifts, a 25% increase in business sponsorships, a 20% jump in membership revenue, and a 57% increase in fundraising revenue.

15.6%
INCREASE in
Revenue
over 2024



- \$149,419 Grants & Gifts
- \$25,211 Sponsorships
- \$18,550 Events & Fundraising
- \$7,054 Membership
- \$5,934 Interest Income

- \$101,562 Rocky Knoll Trail Building
- \$11,867 Marketing & Communication
- \$10,845 Events
- \$10,766 Professional Services
- \$9,762 Admin & Insurance
- \$5,400 Training
- \$4,588 Trail Maintenance & Supplies

Learn about **sponsorship opportunities** and how you can support SCC's mission →



All numbers are preliminary.



2025 Highlights

SCC continued to grow and engage more attendees, volunteers, and supporters in 2025 with public events welcoming all types of cycling enthusiasts.

↑ 103%

1365
TRAIL CARE
HOURS

↑ 69%

9300
VOLUNTEER HOURS
BY SCC MEMBERS

↑ 33%

12 BIKE
PLAYGROUNDS
HOSTED 419 KIDS



3rd Annual SCC Bike Festival

On June 8th we closed out Wisconsin Bike Week with our third annual SCC Bike Festival hosted by 3 Sheeps Brewing in Sheboygan. Rain put a damper on the group rides, but we moved the bike playground under the tent and the kids had a ball. It was another family fun-filled day with food trucks, raffles, games, and 3 Sheeps craft beer.

See more photos on our website →



4th Annual SCC Classic Cyclocross

On September 20th the SCC Classic hosted another great group of riders, with 20 categories (men's, women's and youth) and 190 racers from Wisconsin and across the Midwest. Held at Quarry Park in Sheboygan, this race is a part of the Wisconsin Cycling Association's Cyclocross Series (WICX) presented by Trek.

See more photos on our website →



Did you know that Sheboygan County is a BFC?

Sheboygan County was recertified by the League of American Bicyclists in 2024 as a Bronze Level **Bicycle Friendly Community (BFC)**. SCC applied for the recognition on behalf of Sheboygan County and we're proud to be part of the 460 communities across the U.S. recognized as Bicycle Friendly.



2025 Highlights

SCC added a new, family-friendly annual fundraiser in 2025, moved forward with planning for Evergreen Park trail improvements, and continued to grow its community and digital outreach.

MEMBERSHIP REVENUE
↑ 20%

SOCIAL MEDIA
498,826 VIEWS
FOLLOWERS ↑ 19%

8500+
WEBSITE USERS
IN 2025

↑
67%



1st Annual Pedal Palooza Fundraiser

Our first annual Pedal Palooza was a great day of family fun! 27 SCC volunteers pitched in to help the event run smoothly. 3 Sheeps Brewing Company was packed most of the day, 85 kiddos had fun on the indoor bike playground, and we raised over \$11,000 for SCC's mission, thanks to our awesome raffle donors and everyone who attended!

See more photos on our website →



Day of Caring at Greenbush Sept. 25th

SCC teamed up with the DNR, Nordic Ski Club, and 60 employees from Rehlko (formerly Kohler Energy) to tackle major projects at Greenbush Recreation Area as part of United Way of Sheboygan County's Day of Caring. The group rebuilt the fire pit area, painted and stocked the wood shed, cleared brush from ski trails, and rebuilt 4 segments of the mountain bike trails to protect against erosion.

Learn more on the
United Way website →



Evergreen Trails Concept Plan Approved by City of Sheboygan

After several rounds of public input and revisions, the Evergreen Trails Concept Plan was unanimously approved by the Sheboygan City Council on July 10, 2025. SCC solicited bids for design/build proposals from several reputable trail building firms and we expect to bring a design/build proposal to the City for approval before the end of 2026.



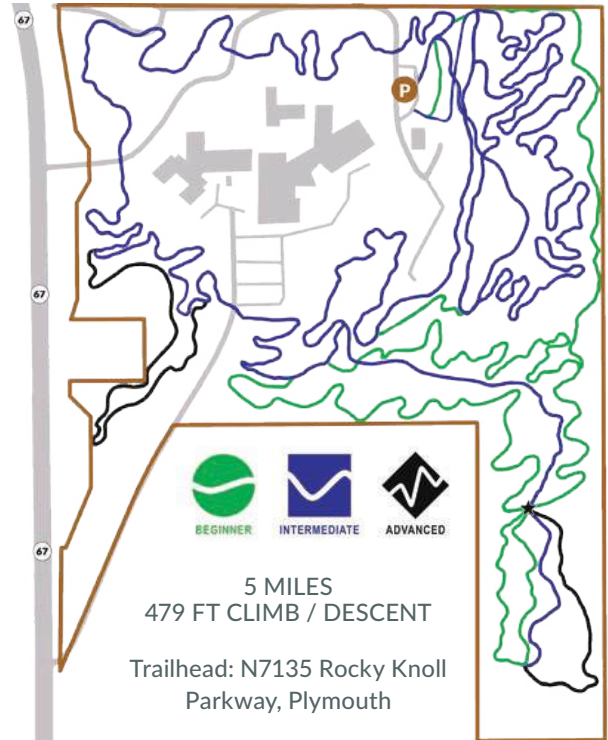
Rocky Knoll Project Complete



SCC completed its first-ever funding campaign to build new mountain bike flow trails in the wooded 60-acre Rocky Knoll Trail System just north of Plymouth. Through generous community support we exceeded our goal, and trail building was completed in late Fall 2025 with a second phase added. The public is invited to the grand opening in May 2026.

Professionally Built MTB Flow Trails

- Rocky Knoll is conveniently located in Western Sheboygan County on State Highway 67, with easy access to Elkhart Lake, Plymouth and Kiel. There are no other professionally built flow trails within a 45 minute drive.
- No trail pass is required, and ample trailhead parking is available. Trails are open dawn to dusk daily.
- New flow trails were professionally built by Dynamic Trailworx. Trails are multi-use, optimized for mountain biking.
- Beginner (green), Intermediate (blue) and Advanced (black) trails are included, with new wayfinding and trailhead signage.
- Group rides led by SCC members are organized throughout the riding season.



Thank You Rocky Knoll Project Supporters!

This project partially funded by:

Sheboygan County Stewardship Fund

Planning, Resources, Agriculture and Extension Committee
Sheboygan County Recreational Facilities Management Advisory Committee
Sheboygan County Planning & Conservation Department



Jason & Heidi Bemis FK Bemis Family Foundation

Stephen & Erica Gilbert
Dr. Dan Francis
Tom "Doc" Reis
Lynn Dzuba, DVM
36 Individual Donors



2026 Events

SCC has another packed calendar for 2026! We are partnering with the Sheboygan Recreation Department on a new Youth Mountain Biking Experience that will run June through August. Trail care days at Evergreen, Rocky Knoll and Greenbush start in April, and SCC will host 12 Kid's Bike Playgrounds this summer at various locations, in addition to the Annual Events listed below.

Mar

March 1 - Pedal Palooza Fundraiser at 3 Sheeps Brewing presented by Dahl Subaru Sheboygan →

TBD - Trail care days begin starting at Greenbush Trail System (Glenbeulah)



Apr

April 23 - SCC Annual Meeting & Social at iVARS USA (Sheboygan)

May

May 2 - Group ride for International Women's Mountain Biking Day at Evergreen Park (Sheboygan)

May 6 - Evergreen Park Trail Clean Up (4pm)

TBD - Ribbon Cutting and Trail Tours for new Rocky Knoll Flow Trails (Plymouth)



Jun

June 7 - SCC Bike Festival at 3 Sheeps Brewing →

Sep

Sep. 19 - SCC Classic Cyclocross Race Location TBD →

Oct

TBD - Bike Packing Overnight Trip at Greenbush

Nov

TBD - Group ride in the Making Spirits Bright holiday lights show (Sheboygan)



Find the **SCC Calendar of Events** with details on our website →





2025 Sponsors

Title \$10,000+

We extend our sincerest gratitude to each of our business sponsors and partners. Your generous and continued support is essential to making SCC's work possible!

Poly Vinyl Co.
CUSTOM EXTRUSIONS

Gold \$1,500+



Silver \$750+



Bronze \$250+



Learn about **sponsorship opportunities** and how you can support SCC's mission →





SCC Volunteers

We cannot express enough appreciation for our fantastic volunteers, whose dedicated efforts make it possible for us to have safe and enjoyable trails and community cycling events year round.

238 SCC volunteers logged almost 9300 hours in 2025 coordinating volunteers, maintaining and improving trails, planning and staffing SCC events, promoting SCC and local cycling online, networking and grant writing, and more.



← Tristan Lauer from Kiel Boy Scout Troop 833 ↑ planned and built new trail features at Rocky Knoll for his Eagle Scout project completed in November. He rallied 26 volunteers from the Kiel Boy Scout Troop, Sheboygan Composite Mountain Bike Team and SCC to install three skinnies, a teeter-totter, a wood table top ramp, and a giant stone feature.

Learn more about SCC's working committees and how to **join the fun!** →





SCC Supporters



Wisconsin Stewardship & Kettle Moraine State Forest



SHEBOYGAN DOWNTOWN ROTARY



Support SCC

There are so many ways to join the fun and support SCC's mission! Learn more by following us on social media, attending one of our events, connecting with an SCC board member, visiting our website, or scanning the

QR codes below. We welcome people of all abilities and walks of life - all you need is a desire to support cycling in Sheboygan County!



Become a Member



Make a Donation



Become a Volunteer



Become a Sponsor



Contact SCC



www.SheboyganCountyCycling.org
SheboyganCountyCycling@gmail.com

