

paths to discovery

the campaign for the
WILLOW RIVER NATURE CENTER



Our Nature Center Vision

The new Willow River Nature Center will serve as one of Wisconsin's leading nature centers, a gateway to experiencing Wisconsin's natural environment.

Our Mission

Enhance the Parks' natural environment and engage visitors through recreation, education and conservation.

Paths to Discovery the Campaign For the New Willow River Nature Center

It is time for a new nature center. The current nature center was a modest mid-century home that existed on property acquired to form Willow River State Park. Our programming has outgrown this beloved structure, and we have worn it out.

The New Nature Center Will Deliver:

- A welcoming design that will entice visitors to enter, explore, learn, and become well informed as they begin their park visit
- A public area that can serve large groups year-round
- Full accessibility including family restrooms
- Animal care/workroom
- Flexible space that can easily be arranged for multiple classrooms, meeting space, or large group needs
- A larger and updated museum area
- Educational space to serve groups of up to 200
- New rentable space to offset operating costs
- Increased office space to accommodate more staffing for program and activity growth
- Enlarged retail space supporting sales of park memorabilia, clothing, guidebooks and children's items
- Outdoor learning space
- Demonstration plots of native plantings to attract native fauna
- Opportunities for nature observation
- Energy Efficiency
- Utilization of natural light