



Florence County

Start your trip at the Visitor Center on the corner of US 2 and Hwy 70 in Florence. The friendly front desk staff can help you with trip ideas, maps, brochures, fishing & hunting licenses, boat, snowmobile & ATV/UTV renewals. Other amenities include:

- Gift shop with clothing, books, UpNorth gifts
- Free Wi-Fi access and public restrooms
- History, habitat, wildlife & forest products displays
- County, State and Federal Forestry offices
- UW-Extension and DMV offices
- Environmental Stewardship Programs
- Outdoor pavilion, playground and hiking trail
- RV Dump Station and off-leash Dog Park
- Meeting rooms for clubs and organizations

Hours: Mon-Friday 8am - 4pm, Sat 9am - 3pm
(Closed on Saturdays December 1st - April 20th)

1-888-889-0049 / 5628 Forestry Drive



Wild River Waterfall Tours



There are several ways to do a waterfall tour in Florence County. Time and location determine which tour you should take. Little Bull Falls is not included in these options because it is surrounded by private land. It can be viewed by paddling down the Popple River from the Morgan Lake Road bridge, making sure to exit the river before the falls.

All the falls. In this tour, you will visit all of the waterfalls in the county. Start from Florence and drive south on Hwy N to Hwy D. Hwy D will lead you to Pine River Road which you will follow all the way to the *Pine River Falls*. *Jennings Falls* is next, follow Hwy D to Hwy 101 which takes you to Mulberry Lane. From Jennings, drive to *Meyers* and *Bull Falls* from the south via the Goodman Grade or Price Lake Road. Drive back to Hwy 101 and continue to *Big Bull Falls* off of West River Road. The longest driving portion is next, take Hwy 101 to Hwy C. *Washburn Falls* is accessed via Sunrise Road from Hwy C. Saving the best for last, *LaSalle Falls* is reached

by following White Ash Road to LaSalle Falls Road to the LaSalle Falls parking lot. (To avoid any confusion, White Ash Road becomes LaSalle Falls Road.)

Hwy 70 Falls. From Florence take Hwy 70 west 7 miles to the Goodman Grade or WI Wild River access points #13-15 and turn south. Follow the signs to view #13 *Meyers Falls* and #15 *Bull Falls*.

Western Falls. This is the same as Option 1 without the longer drive to *Washburn* and *LaSalle Falls*. To shorten this tour even more, *Big Bull Falls* can be left off as well.

County Forest Falls. From Florence or Aurora, take Hwy N to Power Dam Road and *Pine River Falls*. Continue on Power Dam Road to Pine Backwaters Rd. and then west on LaSalle Falls Rd. Then choose which of the falls to view first, *LaSalle* or *Washburn Falls*. LaSalle Falls is the closest at this point, but saving LaSalle Falls for last is also a good idea.



Waterfall Tips

GETTING TO THE FALLS:

Many roads leading to the falls are not paved. 4-wheel drive or a vehicle with higher clearance may be beneficial when visiting the falls.

Another way to view LaSalle Falls is to paddle up the Pine River from the Pine River Flowage until you hit the long rapids below LaSalle Falls. Get out on the portage trail and hike up to LaSalle Falls. Save this for the summer or fall when the water levels are lower so it is easier to paddle up river.

HIKING TO THE FALLS:

Please note that all trails are rustic.

Difficulty:

Easiest: Washburn Falls, Big Bull Falls

Easy to Medium: Meyers Falls, Bull Falls (depends on weather conditions)

Medium: Pine River Falls, LaSalle Falls, Jennings Falls (Jennings is easy to walk to but harder to get good view)

SAFETY AT THE FALLS:

Make sure to keep an eye on small children and pets near the falls. The rocks can be slippery when wet. The water is especially powerful during spring melt and after a heavy rain.

Tube Our Rivers

The most popular tubing trip is on the Pine River Oxbow, but trips on the Brule River are enjoyable as well. The Oxbow is unique because it does not require a shuttle. The put-in and take-out locations are only ¼ mile apart so you can walk back to your car after your 2-3 hour float. The put-in is at the County N bridge over the Pine River 6 miles south of Florence. To tube the Brule River put in at the base of the Brule Dam and take out at Woods Road or for a shorter trip, take out on Camels Clearing Road. Brule Dam Rd is north of Florence. Tubes are available for rent locally as well as shuttle service for paddle or tube trips.



Tubing the Oxbow on the Pine River

Rent **TUBES** to float the Oxbow on the Pine or Menominee River, **KAYAKS** to explore the Pine and Popple Wild Rivers, **STAND-UP PADDLE BOARDS** or **CANOS**

715-528-5266 or 715-952-8027
www.wr-ac.com or info@wr-ac.com
 Ask about shuttle service/route information.

Florence County Trails

Stop at our Visitor Center on the corner of US 2 and Hwy 70 or visit our website for more information and specific trail maps for these free trail systems:

Hiking/Snowshoeing: There are 12 signed hiking trails on our county and national forest lands. Several are good for hunter walkers in search of grouse or woodcock. In addition, 50% of our land is under public ownership for you to explore at will.

Cross Country Skiing: There are 4 groomed ski trails: Lake Emily, Lauterman, Halls Creek and the Dorothy Fox/Timberdoodle private/public trails.

Snowmobile/ATV: The Blue Ox Trail Riders groom and maintain over 200 miles of trails that connect with neighboring county trails as well. In addition, many of our towns have roads that are also open to get you to our businesses.

Equestrian: The Northern Saddle Club maintains the Halls Creek and Bush Lake Flats equestrian trails. They are both 10-11 miles long and feature picnic tables, fire rings, hitching post, rough camping and bulletin boards. Horseback riding is also allowed on many sections of our public lands.

Biking: There are 5 mountain biking trails and several popular road routes for biking enthusiasts.



WI Wild River Tour



The new WI Wild River logo signs mark 15 access points to the Pine and Popple Rivers on a 100 mile loop that includes Hwys 101, 139 and USFS roads. They also guide visitors to LaSalle and Pine River Falls which are east of the 100 mile loop just off County N and C.

Whether you are a paddler, fisherman, hiker, sight seer, bird watcher, photographer or hunter, you'll find new places to explore on our Wild Rivers. Start your tour from our Visitor Center on the corner of Hwy 70/US 2. Pick up a map, explore the displays, enjoy the mounts and browse the Wild Rivers Gift shop.

The term WILD River refers to their undeveloped, pristine quality. Visitors tell us they feel like they escaped to Canada when they discover the Pine and Popple Rivers. In 1965 the State designated 3 rivers, the Pine, the Popple and the Pike as Wild Rivers. The legislative intent was to "preserve some rivers in a free flowing condition and to protect them from development" for the purpose to afford the people of this state an opportunity to enjoy natural streams, to attract out-of-state visitors and assure the well-being of our tourist industry.

Waterfalls in the Winter

Winter Waterfalls are a photographers dream with unique ice formations, running water and snow blown in curls and drifts. Take an adventure by snowshoe or cross country skis to see the falls. Or you can get fairly close to several of the falls and other unique river scenery on our snowmobile trails as well. The Pine River Flowage is also a great place to ice fish: a great cure for cabin fever.



Paddling Trips

Stop by our visitor center to request our Recreation Map or go to ExploreFlorenceCounty.com for a list of paddling trips on our Pine, Popple, Brule or Menominee Rivers. Wild Rivers Adventure Company offers a shuttle service, rentals and trip advice at **715-528-5266, 715-952-8027** or wr-ac.com. WisconsinTrailGuide.com also has trip details on paddling the Pine, Popple, and Brule Rivers.



Other Great Activities

Hunting/Rifle Range: The Florence County Forest Rifle Range is on County Road C with a short range and a long range for up to 300 yard rifle practice.

Disc Golf: 9-hole Keyes Peak Disc Golf travels up then down Keyes Peak Ski Hill. Hole #7 offers a gorgeous view from the peak. The 18-hole Florence Disc Golf is located near the elementary school on Ben Anderson Dr. with open and forested terrain.

Mini Golf: Keyes Lake Campground on Hwy 101 and Bears Den on US 2 both offer 18 holes of mini golf.

ATV Park: 17 fenced acres of jumps, hills, mud and fun for ATV'ers near Fisher Lake just off the trail.

Rustic Road: There is a signed 32 mile 2-loop Rustic Road tour through the Nicolet National Forest. It's extra beautiful in the fall with hardwoods displaying yellows, oranges and reds.

Fishing: With 265 lakes and 5 larger rivers, there are many places to fish by boat or wading. There are over 50 access points ranging from improved boat landings to rugged walk in access points. For tips on what rivers and lakes are best for which species of fish, go to the Recreation Guide on ExploreFlorenceCounty.com and search the fishing category for DNR fisheries summaries & surveys. Or call/visit our Visitor Center. And don't forget about ice fishing to curb cabin fever.

Downhill Skiing/snowboarding: Keyes Peak Ski Hill offers 5 runs serviced by 3 tow ropes for beginner to advanced skiers and snowboarders. There are rails and jumps plus snowshoeing and a thrilling tube run for all ages. Lift tickets at this county owned facility are \$12 or less and the beautiful full log ski lodge sells concessions. The Lodge is available to rent in the off season for weddings and parties.

Camping: Keyes Lake Campground (35) and Camping in the Clouds (37) are two private full service facilities. The County operates Lake Emily and West Bass Lake, 18 electric sites each. The USFS operates Lost Lake (27), Chipmunk Rapids (6), Morgan Lake (18), Perch Lake (5 walk in only) and Lauterman Lake (5 walk in only), plus 4 smaller campsites.

Golfing: Affordable Spread Eagle Golf Course on US 2 offers 9 wooded holes & lots of wildlife to see.

Parks/Beaches: There are many county and town parks to explore. Parks with public swimming beaches are on Fisher Lake, Lake Emily, Keyes Lake, Morgan Lake, Lost Lake, Vagabond Park, West Bass Lake, Long Lake and Scout Lake.

Waterski Shows: The award winning Badwater Ski-ters perform at 6pm most every Wednesday and Sunday during the summer at Vagabond Park on the Twin Falls Flowage off US 2 in Spread Eagle.

Historical Features: The Historical Society operates a Museum in downtown Florence during the summer months. Plus there are 3 buildings nearby on the National Historic Registry as well as our 1889 Courthouse and Jail and the Upper Twin Falls Bridge, a unique steel camelback truss bridge.

Whisker Lake Wilderness: This 7500 acre wilderness area is west of Florence on Hwy 70. It is a great place to hike and fish in peaceful solitude. You may primitive camp anywhere on this national forest property, but leave no traces.

Spread Eagle Barrens: This 8500 acre State Natural Area is the largest expanse of pine barrens and bracken grasslands in Wisconsin. The barrens are a great place for blueberry and raspberry pickers. You can also hike, bike & cross country ski as well as fish in the lakes & streams.



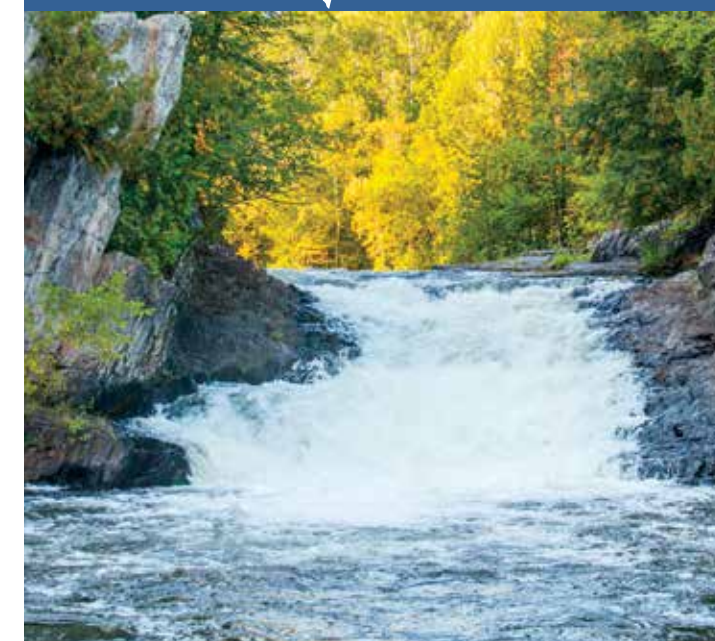
Florence County...

- 2 hours north of Green Bay on US 2
- Borders the Michigan Upper Peninsula
- 200,000+ acres uncrowded public land
- Population 4,520 with NO STOP LIGHTS
- 80% forested for autumn color tours
- CNNF/USFS Whisker Lake Wilderness
- 12 State Natural Areas to hike or hunt
- 2 of the 3 state designated Wild Rivers
- 265 lakes and 165 river miles to paddle
- 150 miles of ATV/UTV trails and routes
- 200 miles of pristine snowmobile trails
- 8 waterfalls and 6 rapids to hike to
- Camp anywhere on 85,000 acre CNNF
- 9 public and 2 private campgrounds
- Historical Florence Walking Tour

MAP UPDATED IN 2016 BY:
Florence County Economic Development
 P.O. Box 88, 501 Lake Ave, Florence, WI 54121
715-528-3294
Wild Rivers Interpretive Center
 5628 Forestry Drive, Florence, WI 54121
888-889-0049
Florence County Forestry & Parks
 5617 Forestry Drive, Florence, WI 54121
715-528-3207



Waterfall Guide



Escape. Explore. Renew

ExploreFlorenceCounty.com