

# Lakes and Wetlands and the Economy of Vilas County



# Outline

- The aquatic habitats of Vilas County
- The economic value of those aquatic habitats
- How the Vilas County Land & Water Conservation fits in to the picture

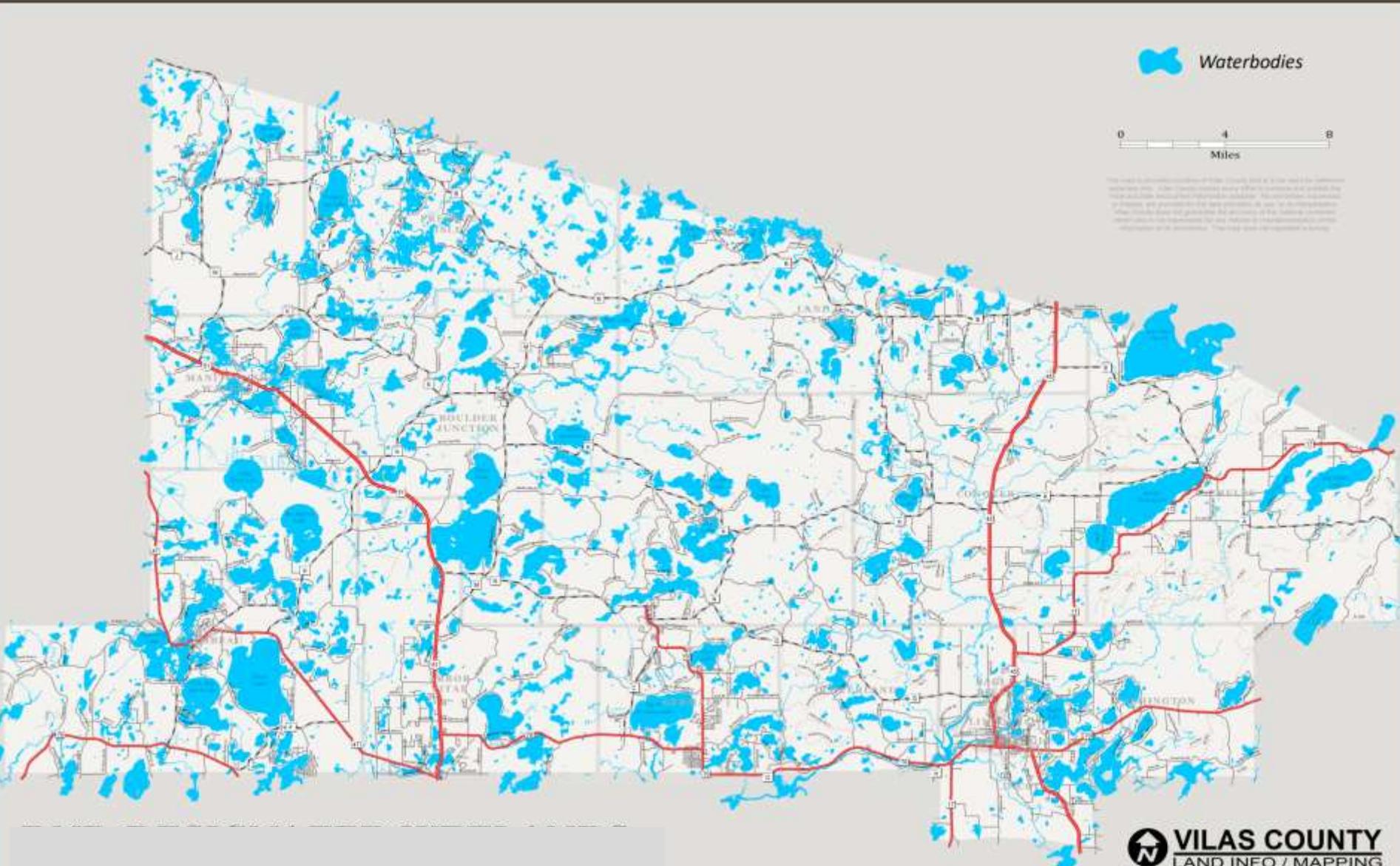


# Water Facts – Vilas County

## Lakes and Streams

- 1320+ Lakes
- Headwaters of 4 Big Rivers including the Wisconsin and Chippewa Rivers
- Surface waters (lakes & streams) = 102,276 acres, or **15.6%** of land area
- The Northern Highlands Ecological Landscape has one of the highest concentrations of naturally formed lakes **IN THE WORLD**

# The surface waters of Vilas County



 Waterbodies



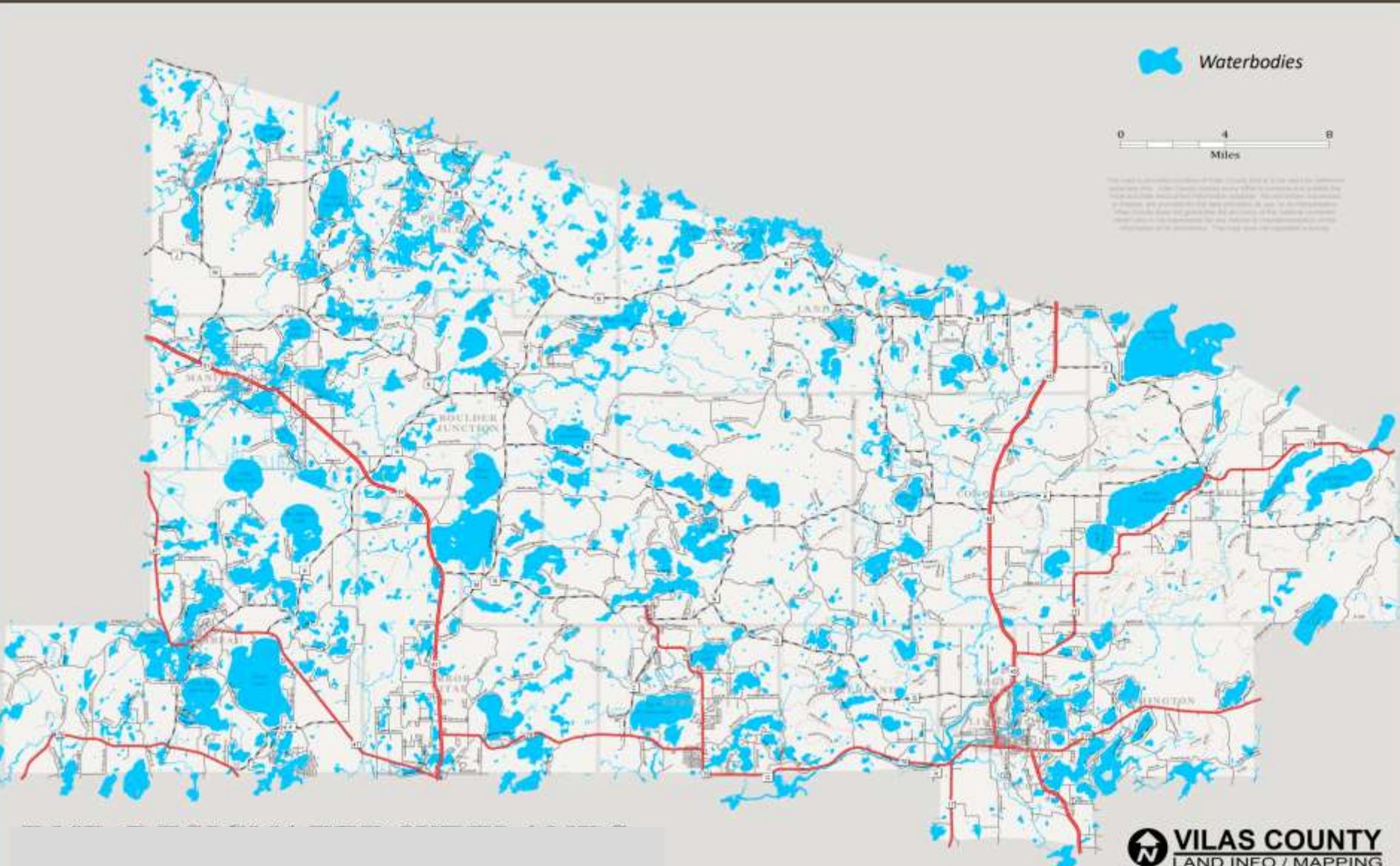
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# Water Facts – Vilas County Wetlands

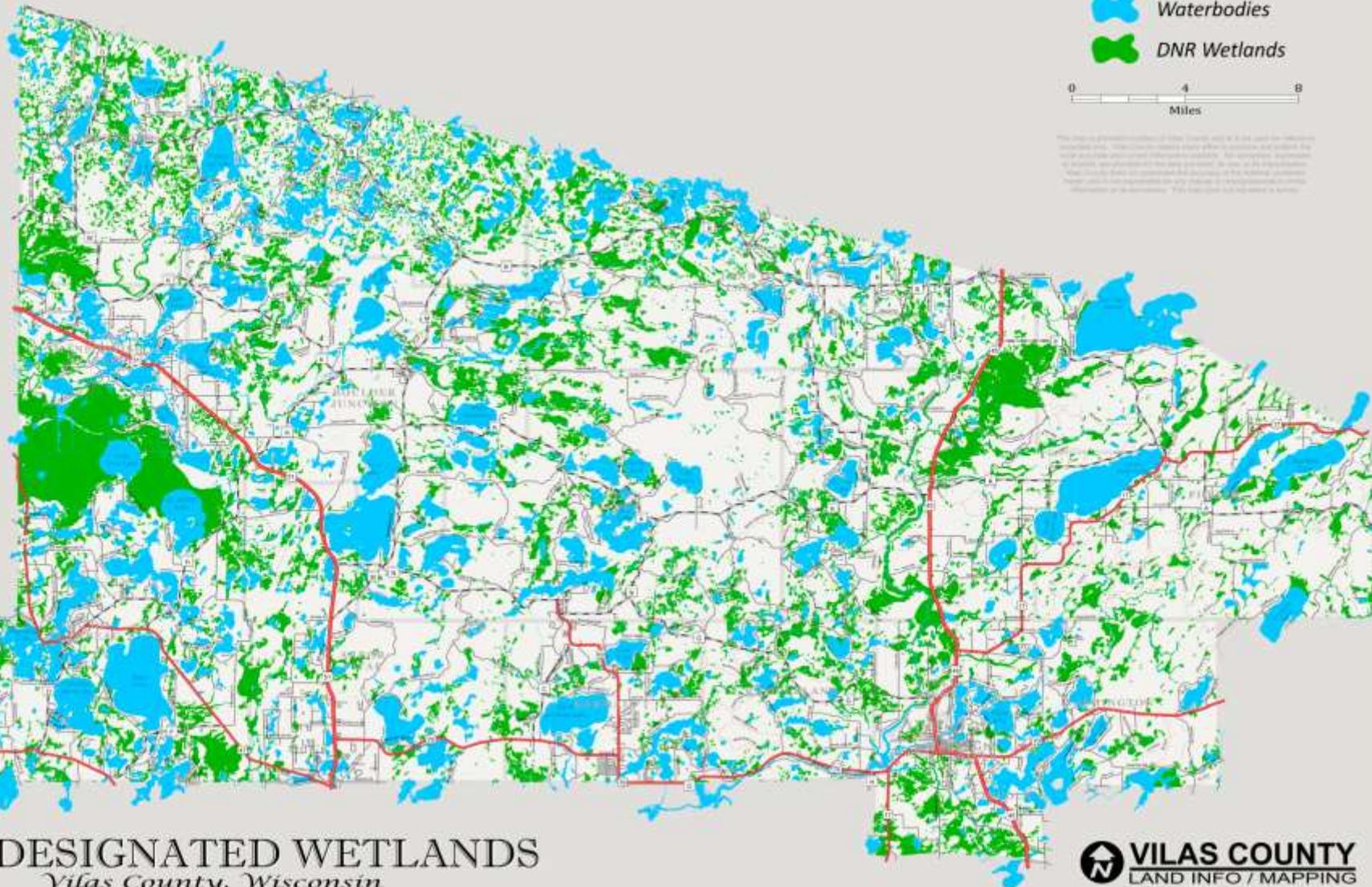
- Wetlands (> 2 acres) = 121,258 acres, or 18.5% of land area
- Wetlands (< 2 acres) = ? acres, but very important!



# The surface waters of Vilas County



# The surface waters + wetlands of Vilas County



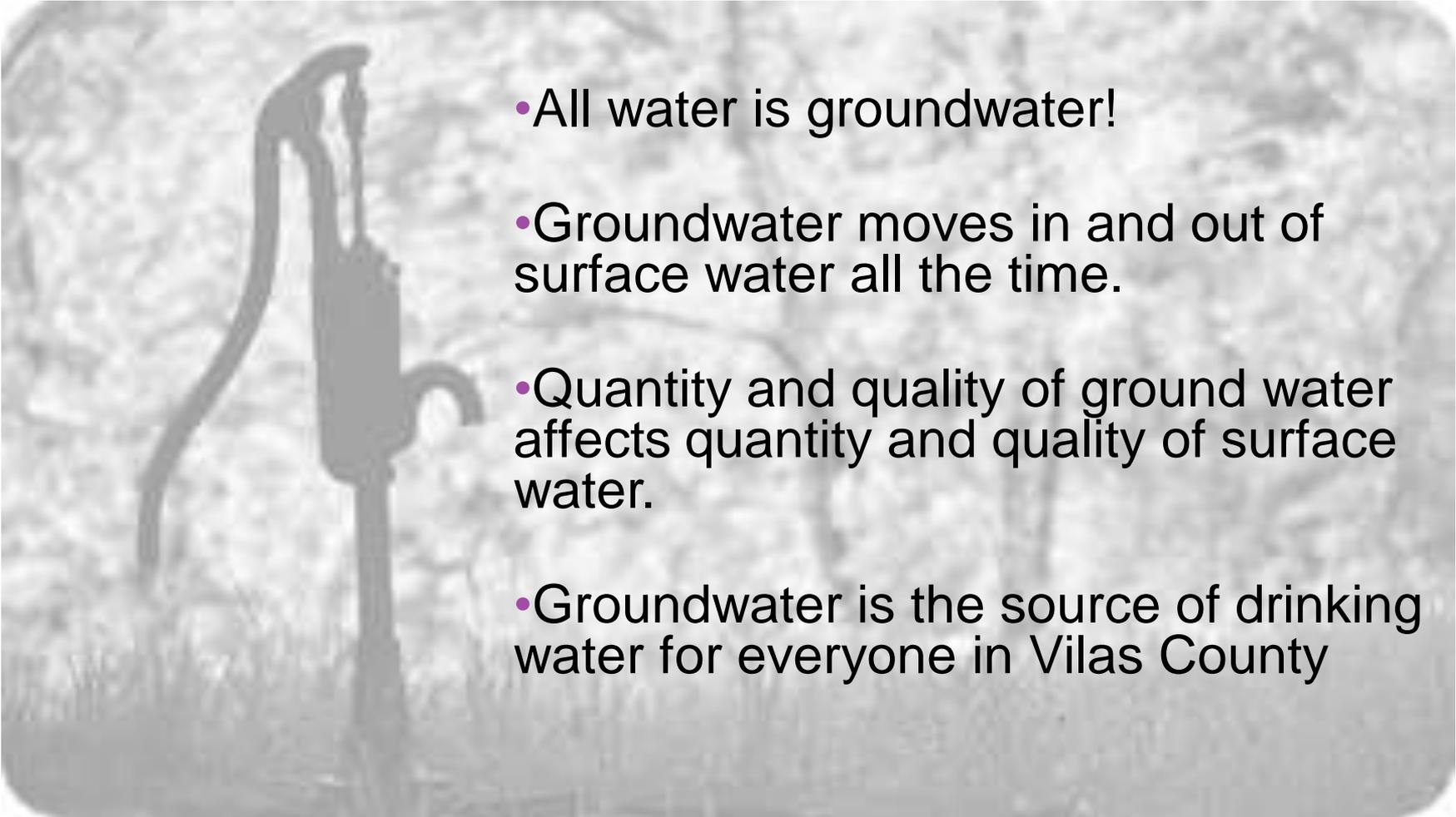
# Water Facts – Vilas County

15.6% (surface waters) + 18.5% (mapped wetlands)

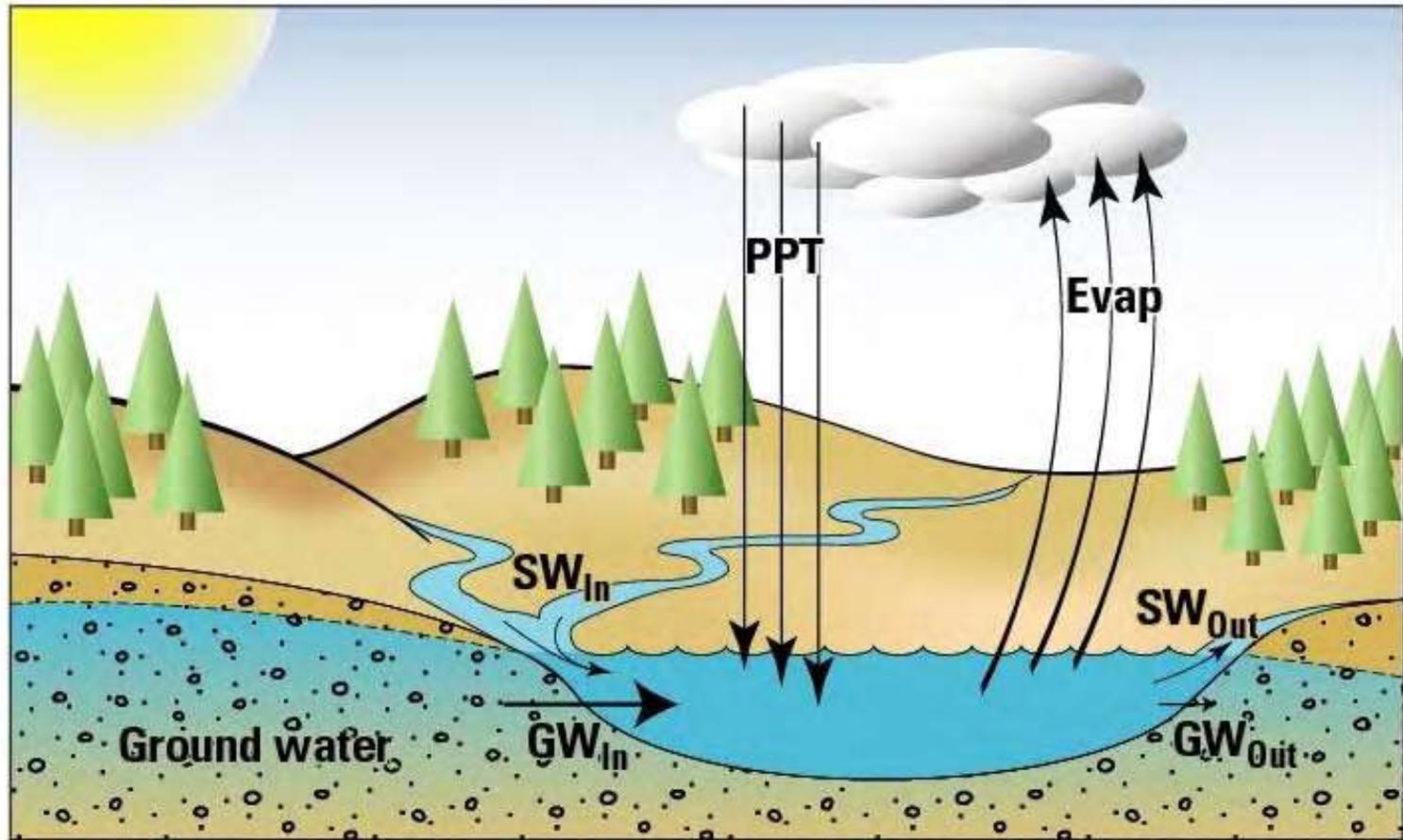
= 34% of  
Vilas County  
is WET



# Water Facts – Vilas County Groundwater

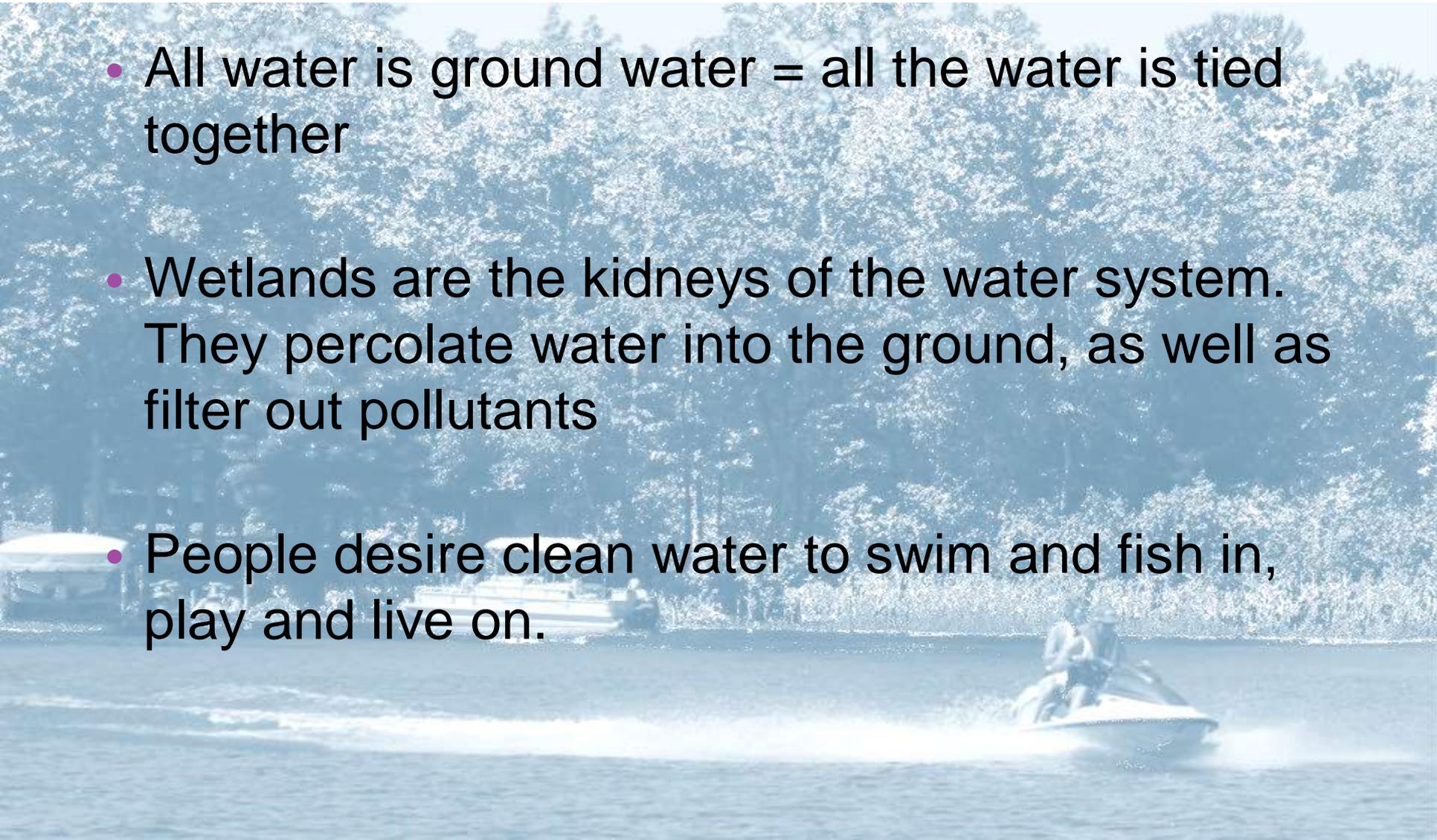
- 
- All water is groundwater!
  - Groundwater moves in and out of surface water all the time.
  - Quantity and quality of ground water affects quantity and quality of surface water.
  - Groundwater is the source of drinking water for everyone in Vilas County

# Rain & Snow are the source of water in Vilas County



# How it ties together

- All water is ground water = all the water is tied together
- Wetlands are the kidneys of the water system. They percolate water into the ground, as well as filter out pollutants
- People desire clean water to swim and fish in, play and live on.

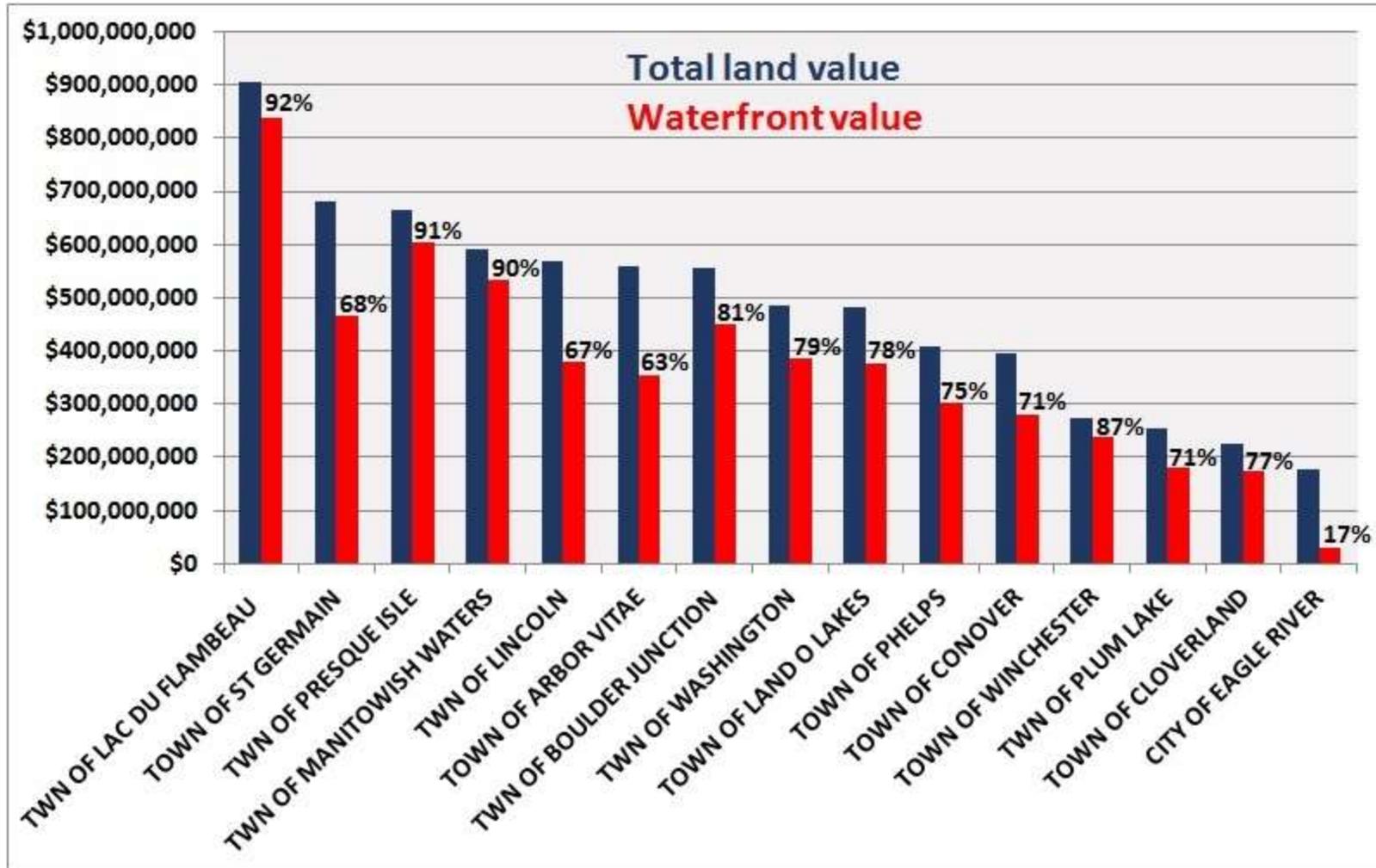


# Sources of Economic Value

- Property Values
- Tourism Spending
- Recreation/Use Values



# Assessed Value of waterfront property in Vilas County as a percent of each town total in 2013.



# Assessed Value of waterfront property in Vilas County as a percent of all properties in 2013

|                       | On Water Value  | Total Value     | %      |
|-----------------------|-----------------|-----------------|--------|
| VILAS COUNTY<br>WHOLE | \$5,595,742,600 | \$7,228,815,700 | 77.41% |

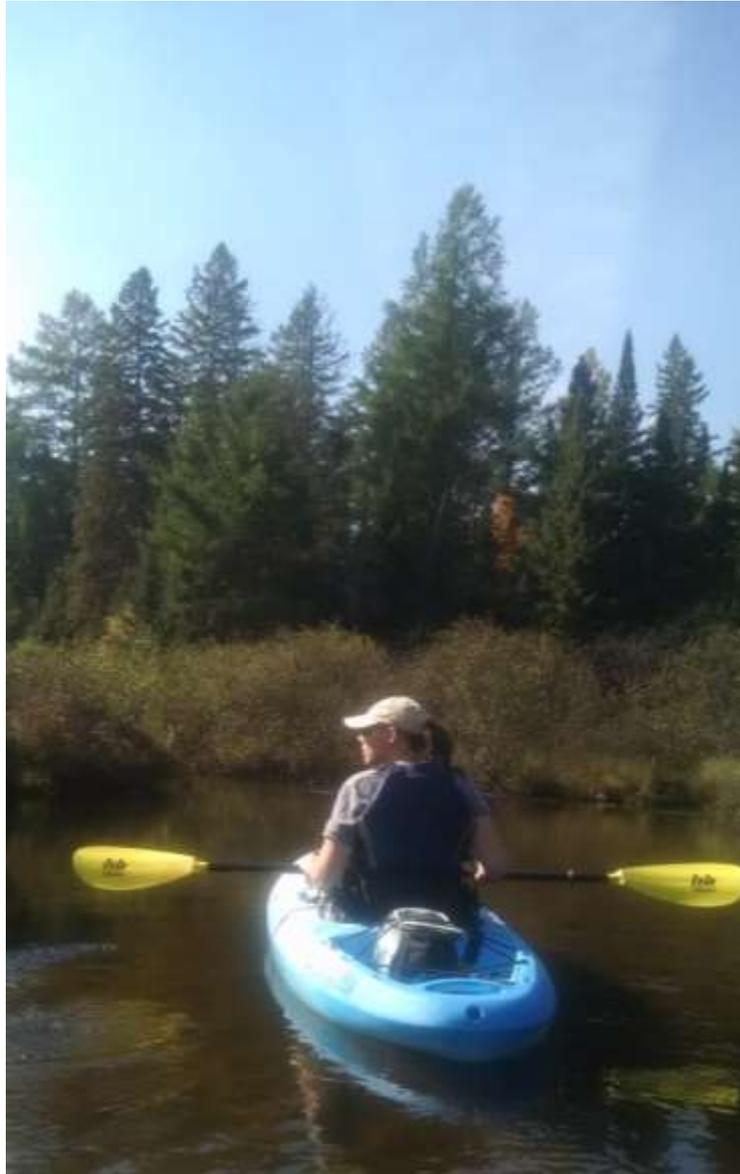


# Visitor spending based on population

| County          | 2013<br>(Millions) | Population | Per capita direct<br>spending |
|-----------------|--------------------|------------|-------------------------------|
| Sauk County     | \$888.5            | 58,261     | \$15,250.34                   |
| Door County     | \$299.0            | 28,200     | \$10,602.84                   |
| Vilas County    | \$203.1            | 22,379     | \$9,075.47                    |
| Adams County    | 185.7              | 20,875     | \$8,895.81                    |
| Oneida County   | \$197.0            | 36,779     | \$5,356.32                    |
| Walworth County | \$477.8            | 101,007    | \$4,730.37                    |

# Visitor Spending Regionally

| County        | 2013<br>(Millions) | Population | Per capita direct<br>spending |
|---------------|--------------------|------------|-------------------------------|
| Forest County | \$11.8             | 9,304      | \$1,268.27                    |
| Iron County   | \$18.9             | 5,916      | \$3,194.73                    |
| Oneida County | \$197.0            | 36,779     | \$5,356.32                    |
| Vilas County  | \$203.1            | 22,379     | \$9,075.47                    |



## Visitor Spending – Vilas County

**Vilas County – has the 3<sup>rd</sup> highest tourism intensity in Wisconsin. (Jobs based on tourism - 2011).**

# Water Facts – Vilas County

## Seasonal Homes

The 2010 US Census estimates 61.5% of homes in Vilas County are classified as seasonal – a higher percentage than any other county in Wisconsin.

- How much do seasonal homeowners spend locally?

# Estimated Spending by Northwoods Seasonal Home Owners

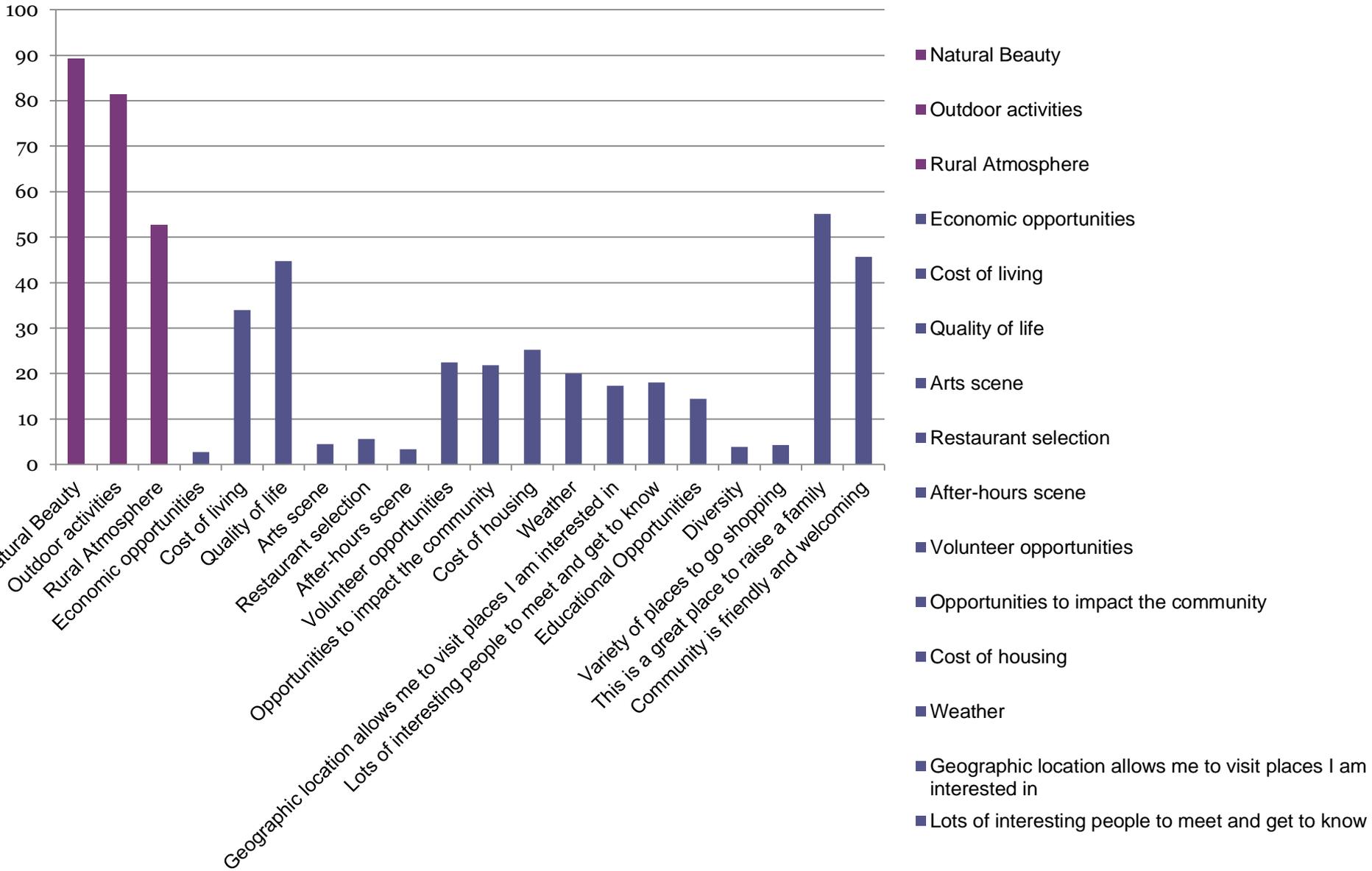
| Category                                     | Daily Expenses |
|--|----------------|
| Construction                                 | \$12.48        |
| Fishing/Boating                              | \$4.57         |
| Medical Care                                 | \$4.24         |
| Dining                                       | \$8.33         |
| Groceries/Liquor                             | \$13.25        |
| Gas  | \$6.15         |
| Shopping                                     | \$5.20         |
| License                                      | \$1.02         |
| Other (Cleaning, Maintenance, Communication) | \$16.06        |
| Total  | \$74.18        |

Source: University of Wisconsin-Whitewater, Economic Impact Study, "Broadband and Vacation Properties", Wisconsin August 2014

# Estimated Spending by Northwoods Seasonal Home Owners

- 15,458 Seasonal Homes in Vilas (2010 Census) that spend an estimated \$74.18 per day when occupied.
- $15,458 \times \$74.18 = \text{\$1,146,674 per day}$
- If Seasonal Home Owners spend 60 days a year here;  $\text{\$1,146,674} \times 60 = \text{\$68,800,440 to Vilas County Economy}$

# Permanent Residents



# Conclusion...

- The water is a primary reason that:
  - Tourists visit here
  - Families purchase second homes here
  - Locals stay here
  - People retire here
  - Businesses locate here

**Healthy Lakes = a Healthy Economy!**

# Healthy Lakes are Critical to the Northwoods Economy

- Lakefront property owners and lake users contribute **significantly** to the local economy.
- The **economy** of the Northwoods is dependent on people wanting to live and recreate in the most lake rich area in the United States!
- If lake and stream water quality deteriorates, waterfront property values will also erode, resulting in the tax base shifting to off water properties.

## Assessed Value of waterfront property in Vilas County as a percent of each township total in 2013.

| Township                 | On Water Value | Total Value   | %      |
|--------------------------|----------------|---------------|--------|
| TWN OF LAC DU FLAMBEAU   | \$837,404,400  | \$906,211,600 | 92.41% |
| TWN OF PRESQUE ISLE      | \$604,272,300  | \$664,408,100 | 90.95% |
| TWN OF MANITOWISH WATERS | \$533,003,400  | \$592,339,300 | 89.98% |
| TOWN OF WINCHESTER       | \$237,039,000  | \$272,004,600 | 87.15% |
| TWN OF BOULDER JUNCTION  | \$451,411,200  | \$555,879,000 | 81.21% |
| TWN OF WASHINGTON        | \$385,044,800  | \$484,828,100 | 79.42% |
| TOWN OF LAND O LAKES     | \$376,102,300  | \$481,601,300 | 78.09% |
| TOWN OF CLOVERLAND       | \$174,259,600  | \$226,315,700 | 77.00% |
| TOWN OF PHELPS           | \$304,036,400  | \$407,069,500 | 74.69% |
| TOWN OF CONOVER          | \$281,411,500  | \$394,814,400 | 71.28% |
| TWN OF PLUM LAKE         | \$182,213,700  | \$255,916,900 | 71.20% |
| TOWN OF ST GERMAIN       | \$464,398,200  | \$682,293,100 | 68.06% |
| TWN OF LINCOLN           | \$380,571,500  | \$568,367,300 | 66.96% |
| TOWN OF ARBOR VITAE      | \$354,810,300  | \$559,314,500 | 63.44% |
| CITY OF EAGLE RIVER      | \$29,764,000   | \$177,452,300 | 16.77% |