

ECONOMIC VALUE OF LAKES & RIVERS IN ONEIDA & VILAS COUNTIES



Sources of Economic Value to the Counties from Surface Waters

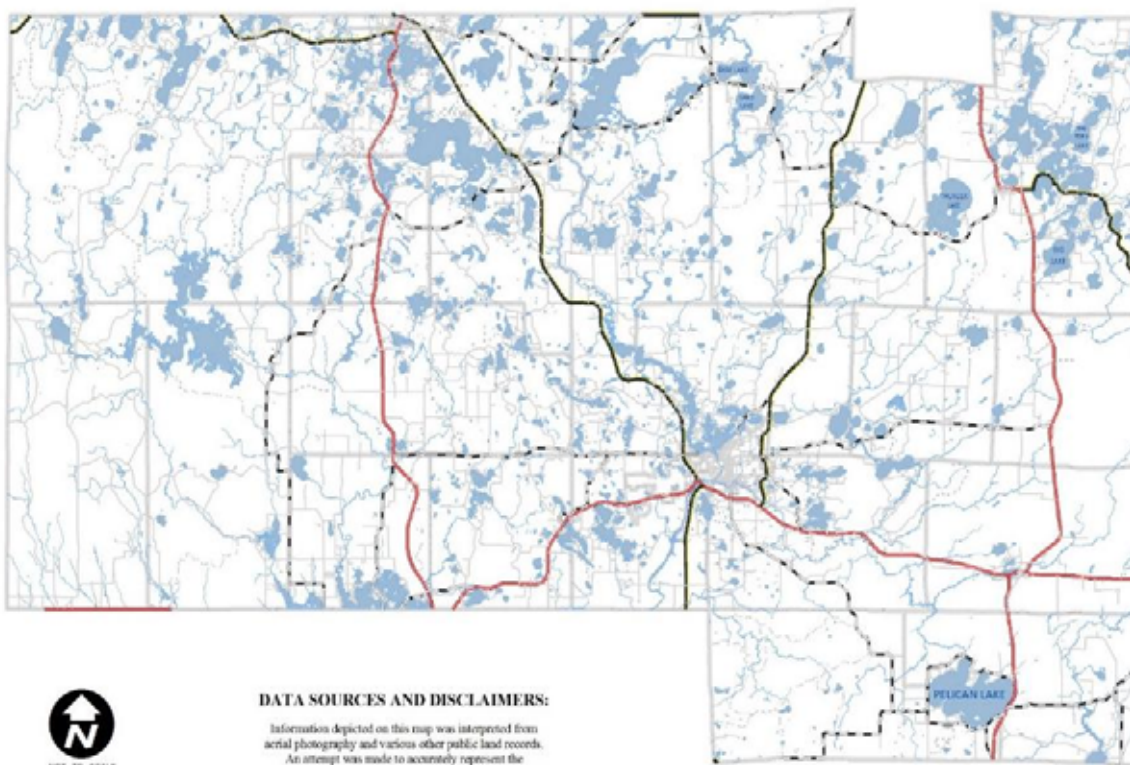
- PROPERTY VALUES
- TAX REVENUES
- VISITOR SPENDING
- RECREATION/USE VALUES


WATER FACTS – ONEIDA COUNTY

- **1,129 LAKES; 428 NAMED**
- **5 MAJOR WATERSHEDS, INCL FLAMBEAU & WISCONSIN**
- **SURFACE WATER:**
 - **78,509 ACRES**
 - **9.9 % OF COUNTY**

NORTHERN HIGHLANDS
ECOLOGICAL LANDSCAPE
HAS ONE OF THE HIGHEST
CONCENTRATIONS OF
KETTLE LAKES **IN THE
WORLD.**

Surface Water of Oneida County



 WaterBody

DATA SOURCES AND DISCLAIMERS:

Information depicted on this map was interpreted from aerial photography and various other public land records. An attempt was made to accurately represent the information shown hereon, however, recent changes in the physical and cultural landscape may not be represented. This map is intended for planning and general use only, please refer to original source documents for detailed information. Please contact the Oneida County Land Information Office at (715) 369-6179 if you discover any discrepancies on this map.

Oneida County Land Information Office
Date: 3/16/2016

Document Path: W:\Projects\Economic_Development\OC Economic Value of Lakes.mxd

ONEIDA COUNTY ASSESSED PROPERTY VALUES BY SECTOR (2014)

| Sector | Property Valuation | % of Oneida County |
|--------------------------------|------------------------|-------------------------|
| Agricultural | \$1,785,000 | 0.3 % |
| Mercantile | 697,234,000 | 10 % |
| Forestry | \$592,358,500 | 8 % |
| Manufacturing | \$56,262,600 | 0.8 % |
| Undeveloped | \$35,566,700 | 0.5 % |
| All General Residential | \$5,749,595,800 | 80.4 % |
| TOTAL OC Property Value | 7,116,922,400 | 100 % |
| <i>Waterfront Residential</i> | <i>\$4,347,203,400</i> | <i>61 % of OC Total</i> |

Oneida County Assessed Value of Residential Waterfront Property, % of all Residential Properties (2014)

| | Total Value of Residential Properties | On Water Residential Value | % of Total Value Waterfront properties |
|------------------------|---------------------------------------|----------------------------|--|
| ONEIDA CO TOTAL | \$5,749,595,800 | \$4,347,203,400 | 76% |

Waterfront Property Tax Revenue = \$38,385,806

OC - ASSESSED VALUE OF WATERFRONT PROPERTIES BY TOWN (2014)

| Town | Total Valuation, \$ | Waterfront Valuation, \$ | % of Total |
|---------------|---------------------|--------------------------|------------|
| Cassian | 218,136,000 | 164,512,800 | 75% |
| Crescent | 225,180,200 | 164,517,000 | 73% |
| Enterprise | 80,010,700 | 58,779,000 | 73% |
| Hazelhurst | 310,586,900 | 259,902,800 | 84% |
| Lake Tomahawk | 204,269,300 | 152,670,800 | 75% |
| Little Rice | 66,136,500 | 44,177,600 | 67% |
| Lynne | 26,833,000 | 16,766,200 | 62% |
| Minocqua | 1,199,711,100 | 1,012,435,500 | 84% |
| Monico | 20,036,900 | 8,788,400 | 44% |
| Newbold | 475,529,300 | 342,777,400 | 72% |
| Nokomis | 200,464,600 | 141,435,100 | 71% |

Source: OC Land Information Office

OC - ASSESSED VALUE OF WATERFRONT PROPERTIES BY TOWN (2014)

| Town | Total Valuation | Waterfront Valuation | % of Total |
|--------------|----------------------|------------------------|------------|
| Pelican | 259,825,800 | 150,037,100 | 58% |
| Piehl | 10,649,600 | 6,318,300 | 59% |
| Pine Lake | 271,732,100 | 180,398,500 | 66% |
| Schoepke | 106,289,000 | 99,127,000 | 93% |
| Stella | 61,208,600 | 39,334,800 | 64% |
| Sugar Camp | 347,647,600 | 261,579,500 | 75% |
| Three Lakes | 976,672,000 | 869,509,200 | 89% |
| Woodboro | 161,155,800 | 124,682,200 | 77% |
| Woodruff | 295,054,700 | 190,563,000 | 65% |
| Rhineland | 232,466,100 | 58,891,200 | 25% |
| TOTAL | 5,749,595,800 | \$4,347,203,400 | 76% |

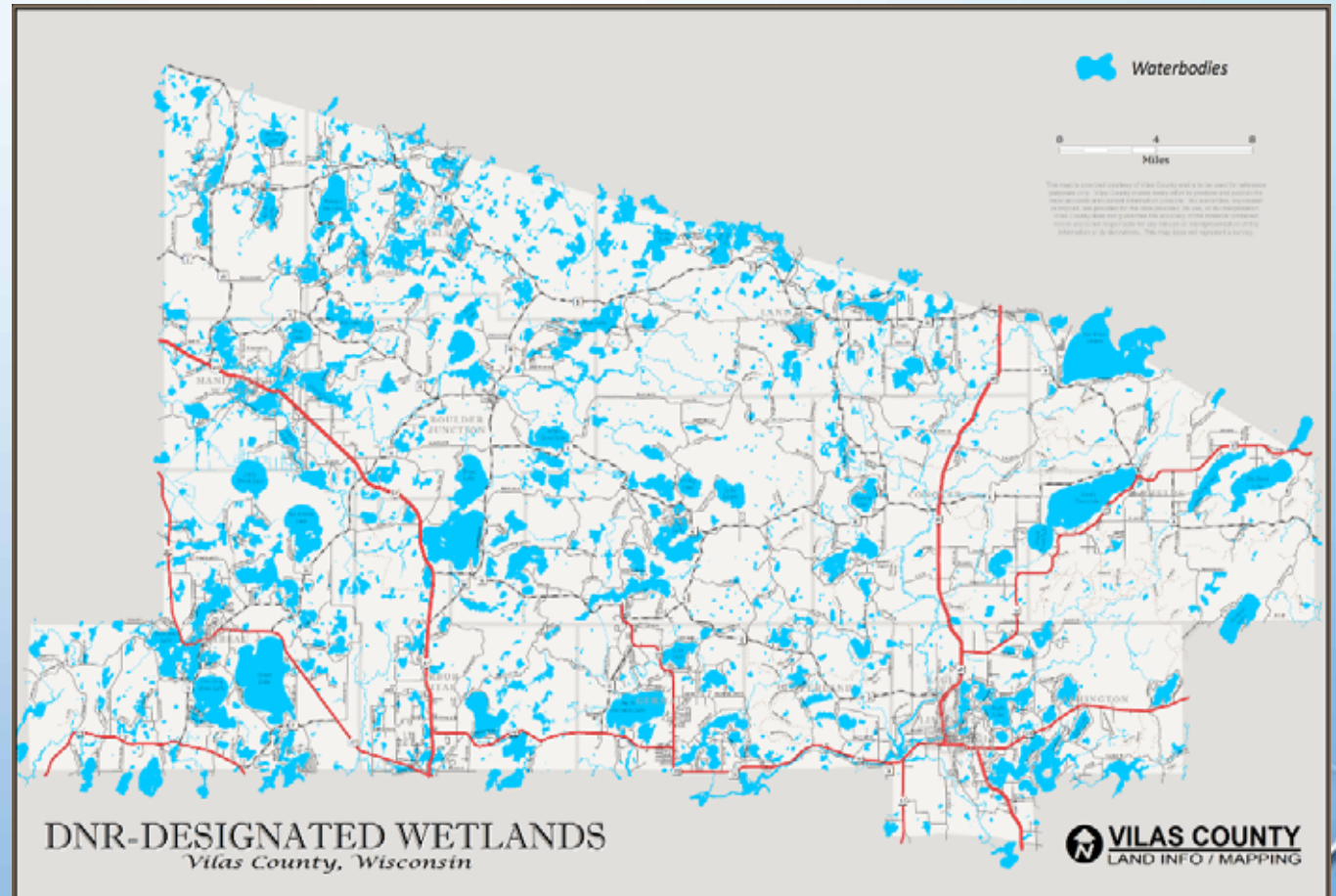
Source: OC Land Information Office

WATER FACTS – VILAS COUNTY

SURFACE WATERS OF VILAS COUNTY

- **1,320+ LAKES**
- **HEADWATERS OF 4 MAJOR BASINS, INCLUDING:**
 - **WISCONSIN RIVER**
 - **CHIPPEWA RIVER**
- **SURFACE WATERS**
 - **102,276 ACRES**
 - **15.6 % OF LAND AREA**

NORTHERN HIGHLANDS ECOLOGICAL LANDSCAPE HAS ONE OF THE HIGHEST CONCENTRATIONS OF KETTLE LAKES IN THE WORLD.



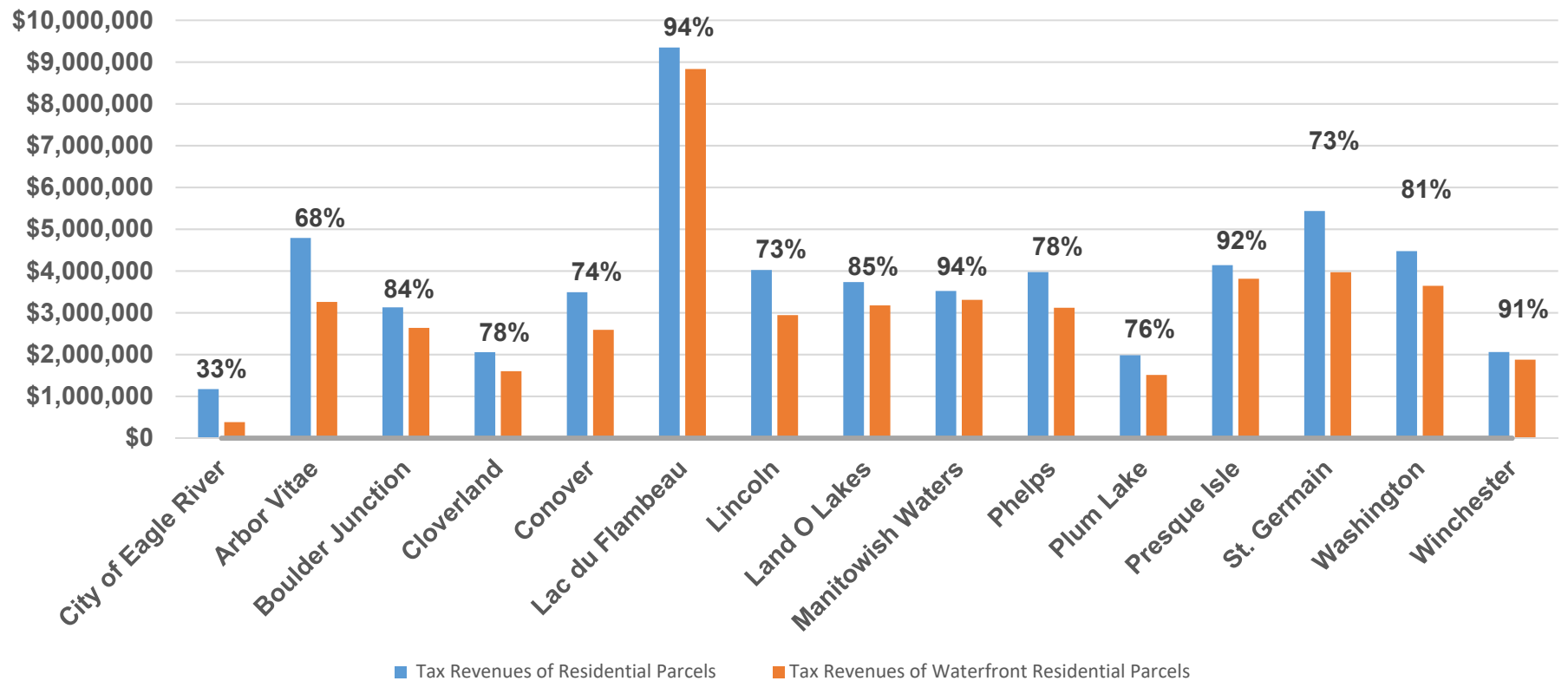
ASSESSED PROPERTY VALUES FOR CODED PARCELS (2016)

| Sector | Property Valuation | % of Vilas County |
|--------------------------|--------------------|-------------------|
| Agricultural | \$10,605,700 | 0.2% |
| Commercial | \$140,567,400 | 2% |
| Productive Forest | \$118,184,400 | 1.7% |
| Manufacturing | \$10,369,900 | 0.2% |
| Undeveloped | \$35,566,700 | 0.5% |
| All Residential | \$6,440,477,650 | 91% |
| (Waterfront Residential) | (\$5,274,447,900) | (75%) |
| Total | \$7,027,306,650 | |

Assessed values of waterfront property in Vilas County as a percent of residential property in each township (2016).

| Municipality | Assessed Value of Residential Properties | Assessed Value of Waterfront Residential Properties | % of Residential Property Assessed Value that is Waterfront |
|---------------------|--|---|---|
| City of Eagle River | \$77,020,000 | \$24,938,800 | 32% |
| Arbor Vitae | \$483,597,600 | \$326,986,200 | 68% |
| Boulder Junction | \$431,724,600 | \$363,418,100 | 84% |
| Cloverland | \$229,678,000 | \$178,481,600 | 78% |
| Conover | \$365,474,800 | \$269,654,400 | 74% |
| Lac du Flambeau | \$875,488,100 | \$826,958,700 | 94% |
| Lincoln | \$468,307,300 | \$340,731,500 | 73% |
| Land O Lakes | \$408,596,600 | \$348,891,400 | 85% |
| Manitowish Waters | \$503,507,100 | \$472,492,600 | 94% |
| Phelps | \$379,545,700 | \$294,900,200 | 78% |
| Plum Lake | \$224,629,250 | \$170,174,000 | 76% |
| Presque Isle | \$636,380,100 | \$586,205,400 | 92% |
| St. Germain | \$629,142,700 | \$454,745,600 | 72% |
| Washington | \$467,030,500 | \$379,025,200 | 81% |
| Winchester | \$260,355,300 | \$236,844,200 | 91% |
| Vilas County | \$6,440,477,650 | \$5,274,447,900 | 82% |

Tax revenues from residential properties and % that are on water (2016)



Visitor spending – Vilas & Oneida Counties Compared to Other Recreation & Neighboring Counties

| County | 2016 (Millions) | Population | Per capita direct spending |
|-----------------|--------------------|------------|-------------------------------|
| Sauk County | \$1,047.9 | 58,261 | \$17,986.30 |
| Door County | \$347.8 | 28,200 | \$12,333.33 |
| Adams County | \$208.7 | 20,875 | \$9,997.61 |
| Vilas County | \$212.5 | 22,379 | \$9,495.51 |
| Oneida County | \$221.8 | 36,779 | \$6,030.61 |
| Walworth County | \$528.9 | 101,007 | \$5,236.27 |
| Iron County | \$19.6 | 5,916 | \$3,313.05 |
| Forest County | \$13.8 | 9,304 | \$1,483.23 |

Source: <http://industry.travelwisconsin.com/research/economic-impact>
County Economic Impact

Sources of Economic Value Visitor & Tourist Spending

- VISITOR & TOURIST SPENDING IN THE NORTHWOODS REGION (2016)
 - ONEIDA COUNTY: **\$221.8 MILLION**
 - VILAS COUNTY: **\$212.5 MILLION**
- RESULTING STATE AND LOCAL SALES TAXES
 - ONEIDA COUNTY: **\$21.8 MILLION**
 - VILAS COUNTY: **\$21.8 MILLION**

Impact of Water Clarity on Property Values

- CHIPPEWA VALLEY RESEARCH GROUP (2016)
 - Using a two stage hedonic model applied to Wisconsin DNR water studies and sales data on over 300 homes obtained from Zillow.com, shows a 3 foot improvement in water clarity would produce a 9 - 16% improvement in the market price of an average property on lakes with the lowest clarity.
 - For example: On Lake Chetak, an additional 3 feet of water clarity would bring a 10 – 11% improvement in the value of the average property adjacent to the lake. This translates to an increase market value to \$269,400 from \$243,477 on the average property and an additional \$10.4 million in total property valuation.

SOURCES: SEE REFERENCES AT END OF REPORT.

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ACKNOWLEDGEMENT FOR THEIR INVALUABLE ASSISTANCE

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Questions?

