

Lake Business Outreach Program Outline

Mission Statement

The Lake Business Outreach Program will protect lakes and rivers through partnerships with businesses that rely on local water resources to promote the Northwoods economy and recreation.

Target Audiences

Fishing guides
Dock & lifts/marinas
Bait shops
Watercraft rentals
Boat Dealers

Program Sponsors

Vilas County Lakes & Rivers Association
Oneida County Lakes & Rivers Association

Program Staff

Lac du Flambeau Tribe (Celeste Hockings)
North Lakeland Discovery Center (Emily Heald)
Vilas County Land & Water Conservation (Cathy Higley, LTE Rob Campion)
Oneida County Land & Water Conservation (Stephanie Boismenu)

General Statement of Operations

Vilas County Lakes & Rivers will be the lead on the Lake Business Outreach Program. Program Sponsors will offer program support through use of organization logos, input into program development, and financial support through purchase of materials as annual budgets allow beginning in 2021 (ie. stickers, certificates, frames, graphic design costs, extra ice packs & towels, etc.).

Program Staff will provide their paid staff time to implement the below objectives and actions. Program staff will coordinate among each other at least annually to coordinate implementation and results.

Program Funding

Startup funds will be sourced from 2020 AEPP grant held by Vilas County Land & Water.

Materials funds will be sourced from Program Sponsor annual budget funds, DNR Lake Conservation and Protection Network Contracts, and future competitive surface water grants.

This program will be free for businesses (with the exception of match funds listed in 3.b.)
Would VCLRA/OCLRA want to put some \$\$ towards lake businesses installing shoreline best practices???

Objectives

- 1) Provide technical, hands-on guidance to managers and staff on aquatic invasive species prevention as related to specific business operations.
 - a. Action a: Offer 1 hour in-person interactive trainings on AIS prevention to any lake oriented business willing to partner.
 - b. Action b: Offer AIS prevention materials for staff and customers such as flyers, watch cards, ice packs, towels, etc.
- 2) Promote open and continued communication on business needs to effectively address gaps in AIS prevention equipment and training needs by in person interactions and web meetings as appropriate.
 - a. Action a: After 1 hour in-person training in Obj. 1, check in with business either in-person, phone call, or web meeting 1 month afterwards; at end of summer season; and at least annually afterwards.
- 3) Extend lake stewardship goals beyond AIS prevention.
 - a. Action a: Offer technical assistance for businesses as related to best practices for shoreland habitat, runoff, and water quality.
 - b. Action b: Offer businesses funding through Healthy Lakes, DATCP Cost Sharing, and DNR grants as available to assist with improvements in shoreland habitat, runoff, and water quality.
 - c. Action c: Offer attractive signage and/or information to customers related to shoreland habitat, runoff, and water quality best practices.
- 4) Offer a branded, recognizable logo representing responsible lake stewardship for business to place in highly visible areas as a way to promote ecologically responsible purchasing for customers.
 - a. Action a: Work with graphic designer to create a logo incorporating Program Sponsor information
 - b. Action b: Offer training certificate to place at the business site
 - c. Action c: Offer high resolution logo for web advertising
 - d. Action d: Offer magnetic and durable sticker options for watercraft
- 5) Use a landscape approach to extend programming to Oneida County.
 - a. Action a: Approach both Oneida County Land & Water Conservation and Oneida County Lakes & Rivers Association to be a key participant in the program.
 - b. Action b: Offer on a case by case basis as other fringe areas located in Forest County, Iron County, Gogebic County, etc. are interested.

Lake Business Outreach Program Implementation Timeline

Timeframe	Action	Agency/Organization (lead in bold)	Measure of Accomplishment
Aug 2020	Ask VCLRA to support program sponsorship	VCLW	VCLRA motions to support program and assume lead role
Sep 2020	Ask Oneida County Land & Water join as Program Staff	VCLRA , VCLW	OCLW Dept. decides to participate as Program Staff (do we need agreements among partners???)
Oct 2020	Ask Oneida County Lakes & Rivers to join as a Program Sponsor	OCLRA	OCLRA motions to be a Program Sponsor.
Fall 2020	Program Staff target 3 businesses each to work with beginning in 2021	VCLW, OCLW, NLDC, LDF	A total of 12 specific businesses are targeted for partnership.
Fall 2020	Program Sponsors determine level of 2021 fiscal support.	VCLRA, OCLRA	2021 program budget determined.
Fall 2020	Program Staff determine any additional funding needs and apply for grants accordingly.	VCLW, NLDC, LDF, OCLW	2021 grants are applied for as needed.
Fall-Winter 2020	Program Sponsors and Program Staff jointly work to determine logo, work with graphic designer, and order 1 st round of logo & certificate materials funded by VCLW AEPP grant.	VLCW , VCLRA, OCLRA, NLDC, LDF, OCLW	Enough materials for 2021 programming are ordered (12 businesses)
Spring 2021	First in-person trainings are held. Training certificates/stickers are issued to businesses.	VCLW, NLDC, LDF, OCLW	12 businesses have in-person trainings and are issued training certificates/stickers.
Summer 2021	Program Staff check in with 3 businesses each on needs, further questions, desire for further shoreland stewardship.	VCLW, NLDC, LDF, OCLW	12 businesses receive visits/phone calls/web meetings.
Fall 2021	Program Staff check in with 3 businesses each on needs, further questions, desire for further shoreland stewardship.	VCLW, NLDC, LDF, OCLW	12 businesses receive visits/phone calls/web meetings.
Fall 2021	Program Sponsors determine level of 2022 fiscal support.	VCLRA, OCLRA	Budget for program determined
Fall 2021	Program Staff determine any additional funding needs and apply for grants accordingly, coordinate any additional needs for AIS/Shoreland Stewardship funding.	VCLW, NLDC, LDF, OCLW	2022 grants are applied for as needed.